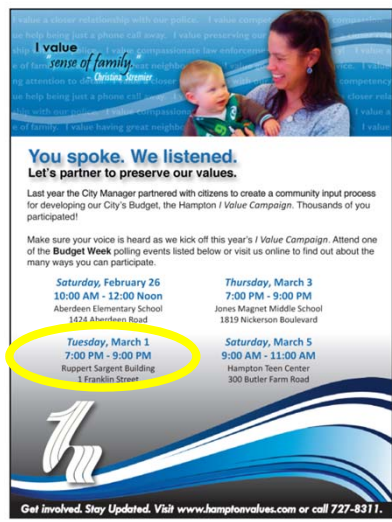


Partnering to Preserve Our Values



City of Hampton Public Forum
Budget FY2012
March 1, 2011

Hampton
VIRGINIA



You spoke. We listened. Let's partner to preserve our values.

Last year the City Manager partnered with citizens to create a community input process for developing our City's Budget, the Hampton I Value Campaign. Thousands of you participated!

Make sure your voice is heard as we kick off this year's I Value Campaign. Attend one of the **Budget Week** polling events listed below or visit us online to find out about the many ways you can participate.

Saturday, February 26 10:00 AM - 12:00 Noon Aberdeen Elementary School 1424 Aberdeen Road	Thursday, March 3 7:00 PM - 9:00 PM Jones Magnet Middle School 1819 Nickerson Boulevard
Tuesday, March 1 7:00 PM - 9:00 PM Ruppert Sargent Building 1 Franklin Street	Saturday, March 5 9:00 AM - 11:00 AM Hampton Teen Center 300 Butler Farm Road

1

Get involved. Stay Updated. Visit www.hamptonvalues.com or call 727-8311.

Thank You for Being Here!

Hampton's Budget Challenge

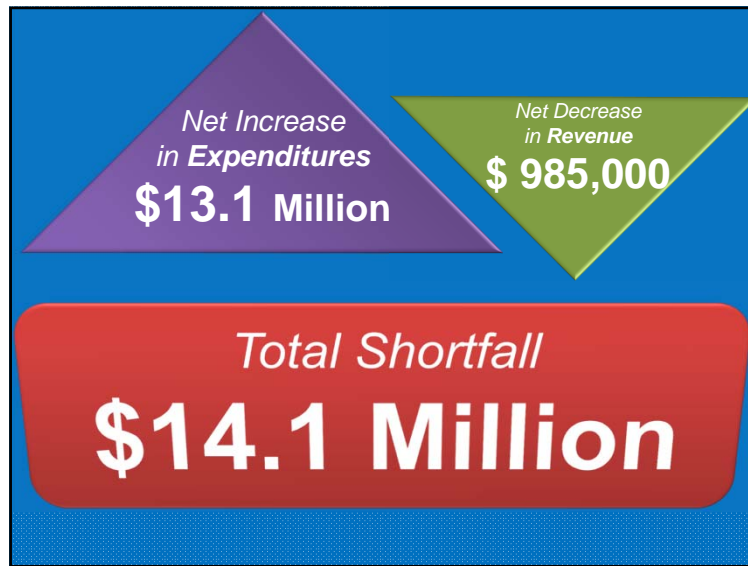
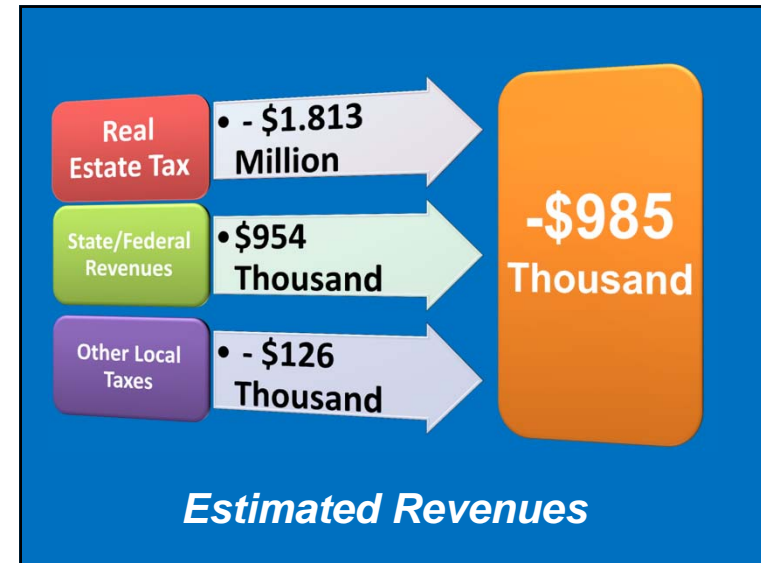
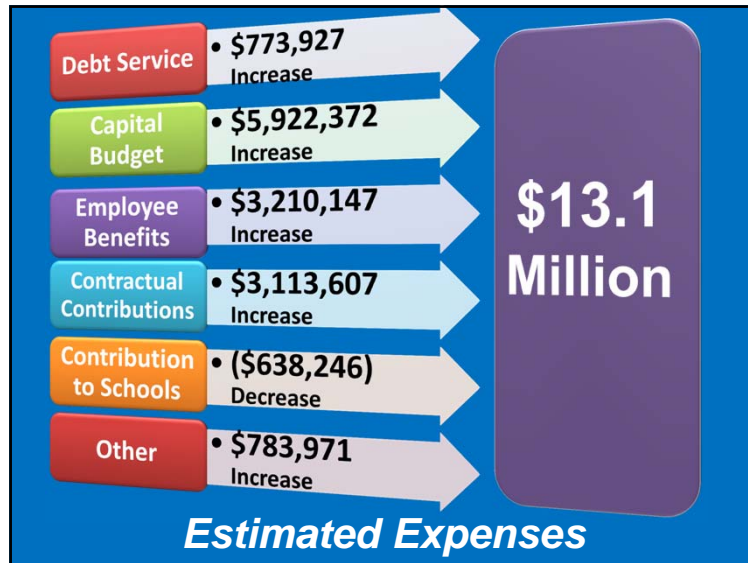
City Service Polling

Capital Project Polling

Revenue Option Polling

City Budget Q&A

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NEEDS		WANTS
Emergency Response	Volunteer Firefighters	Teen Center Operations
E-911 Dispatch	Business Development	Community Planning
Crime Investigation	School Crossing Guards	Youth Civic Engagement
Street/Roads/Bridges	Insect Control	Implement Master Plan
Uniform Patrol	Zoning Enforcement	Parenting Programs
Public Schools	Parks & Playgrounds	Neighborhood Services
Disaster Prep & Mgmt.	Community Centers	Minority Business Dev
Public Libraries	Tourism/Conventions	Median Maintenance
Building Inspections	Healthy Start	Outreach on Diversity
City Street Lighting	School Grounds	Cable Broadcasting
Public Facility Upkeep	Youth Sports	Arts Commission
Health Dpt. Programs	Animal Control	History Museum
Traffic Signals	Athletic Fields	
Drainage Improvement	Building Plan Review	
Internal Support	311 Call Center	
Social Service	Public Communication	

Increased | Maintained | Reduced

Hampton invites you to



For Last Year's Survey Results & More Conversation Opportunities Visit

hamptonvalues.com

City Services

Community Polling



Hampton
VIRGINIA

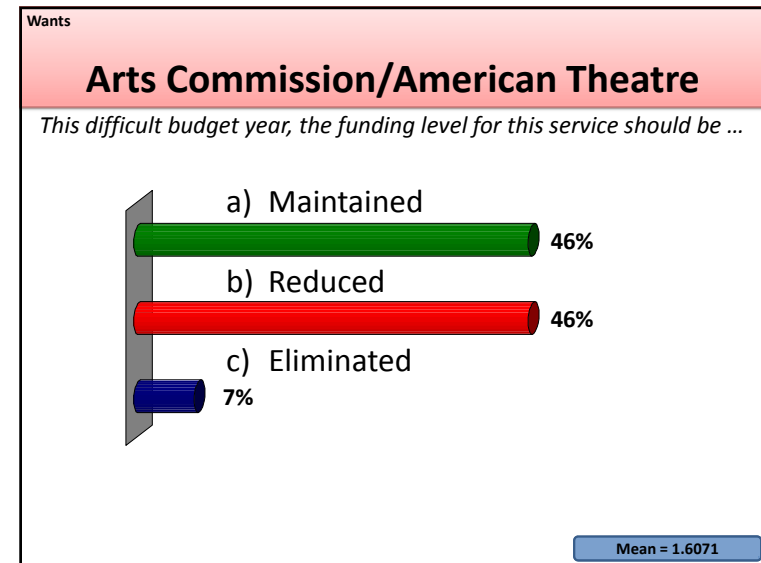
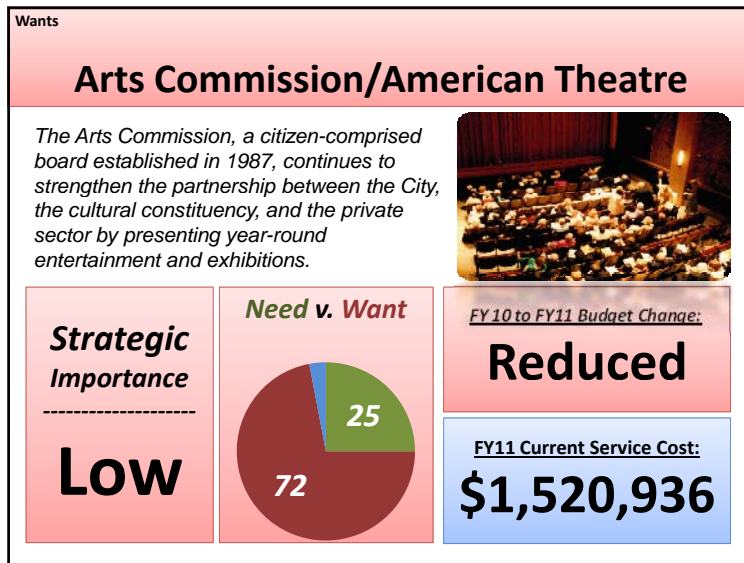
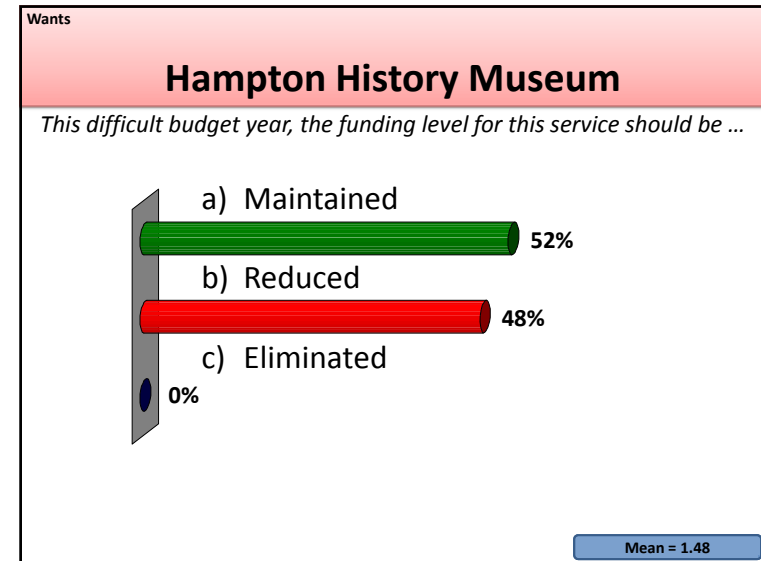
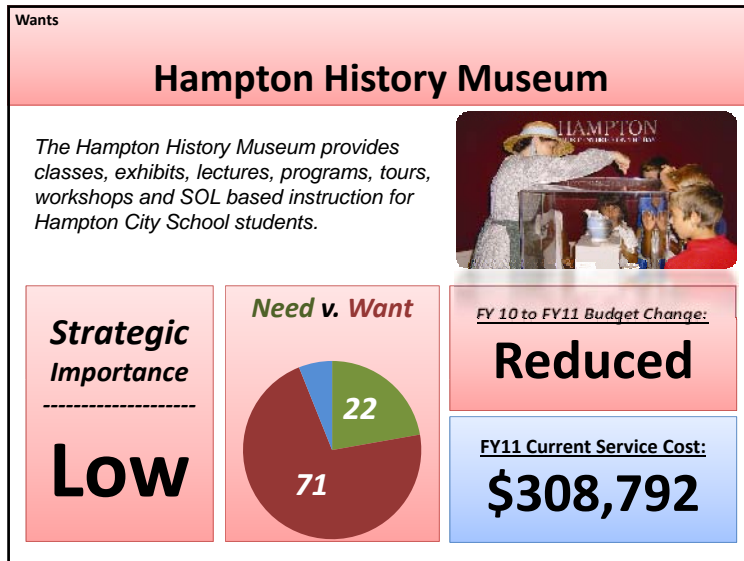
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intentionally left blank**

Wants



Hampton
VIRGINIA

February 2011



Wants

Cable Broadcast Programming

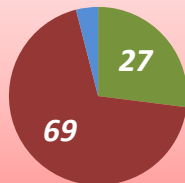
Hampton's broadcasting channel (Channel 47) was consolidated with Hampton City Schools' channel (Channel 48) during the fiscal year 2011 budget process. The amount funded is the City's portion paid to Hampton City Schools that enable us to continue the broadcast of Channel 47.



**Strategic
Importance**

Low

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

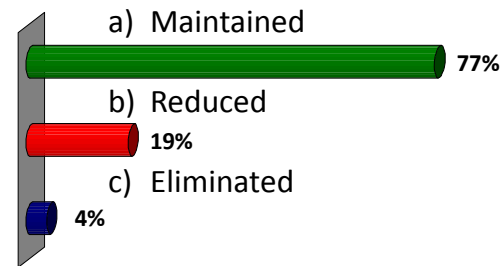
FY11 Current Service Cost:

\$210,100

Wants

Cable Broadcast Programming

This difficult budget year, the funding level for this service should be ...



Mean = 1.2692

Wants

Community Outreach on Diversity

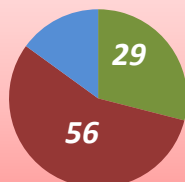
Provides proactive programs & public forums promoting awareness & understanding of diversity in all elements of the community and workplace.



**Strategic
Importance**

Low

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

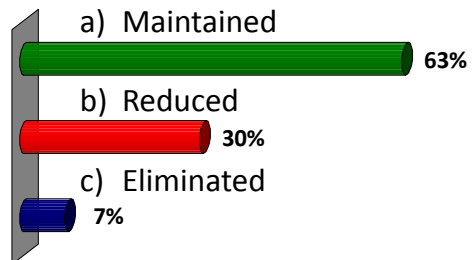
FY11 Current Service Cost:

\$120,674

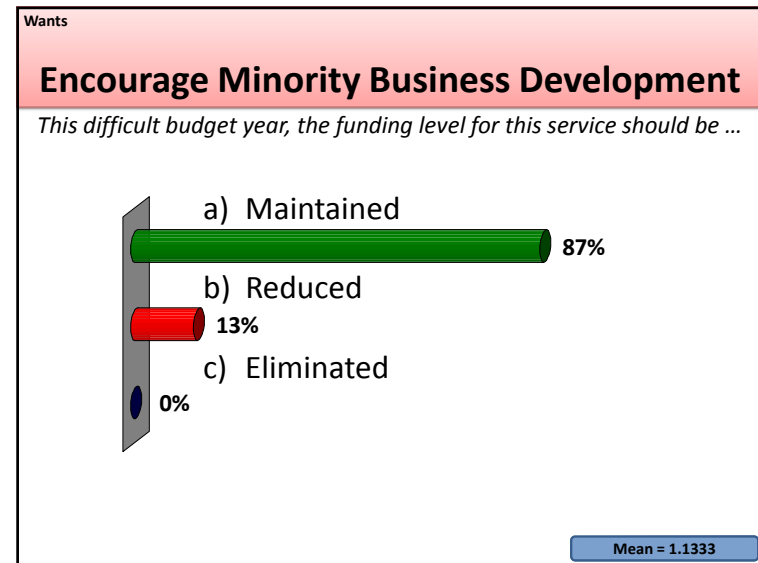
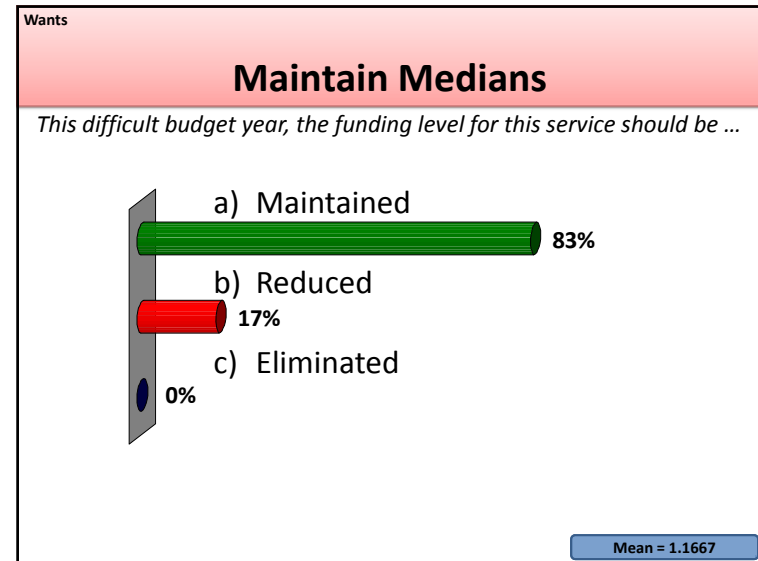
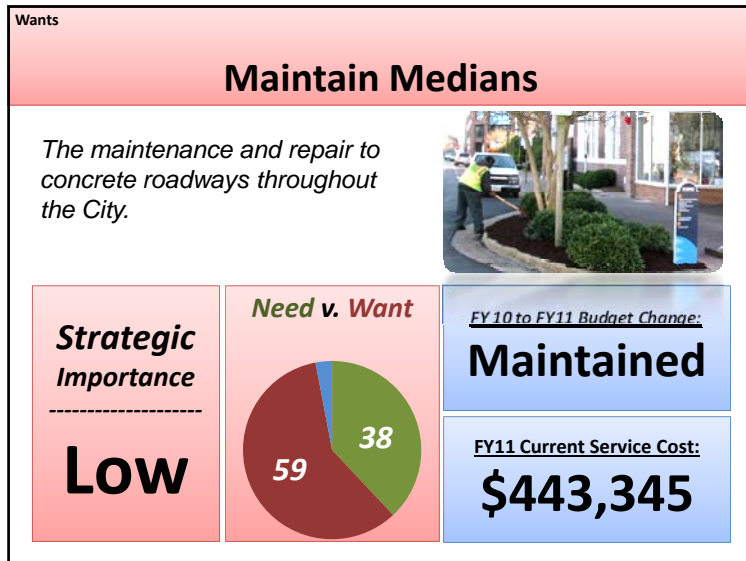
Wants

Community Outreach on Diversity

This difficult budget year, the funding level for this service should be ...



Mean = 1.4444



Wants

Services to Support Neighborhoods

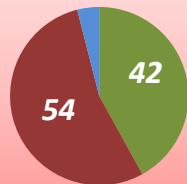
Provides programs to improve the overall housing stock through new development & investment in existing housing. Administers the Community Development Block Grant program & leverages support from other resources to assist in achieving goals.



Strategic
Importance

Low

Need v. Want



FY10 to FY11 Budget Change:

Reduced

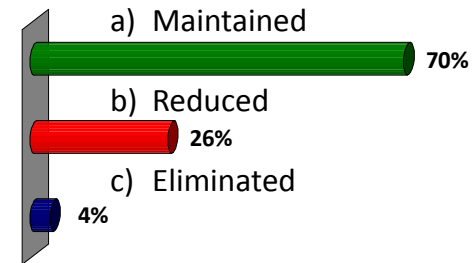
FY11 Current Service Cost:

\$127,682

Wants

Services to Support Neighborhoods

This difficult budget year, the funding level for this service should be ...



Mean = 1.3333

Wants

Parenting Programs

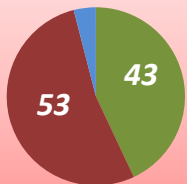
Provides parenting classes, workshops, and playgroups serving 3,000 parents & their children to increase parental responsibility, empathy skills, knowledge of childhood development and decrease use of corporal punishment through parenting education & support.



Strategic
Importance

Below
Average

Need v. Want



FY10 to FY11 Budget Change:

Reduced

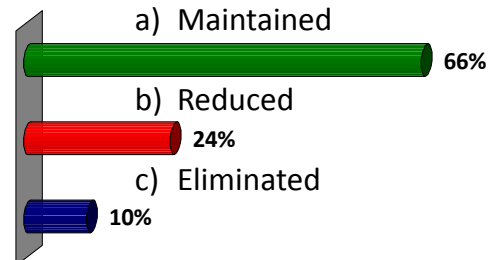
FY11 Current Service Cost:

\$241,848

Wants

Parenting Programs

This difficult budget year, the funding level for this service should be ...



Mean = 1.4483

Wants

Master Plan Implementation

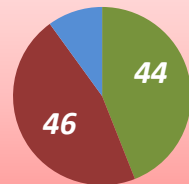
Enhances the quality and value of development and redevelopment by implementing detailed strategies within the six Master Plan areas and by targeting community investments to defined initiatives.



**Strategic
Importance**

**Below
Average**

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

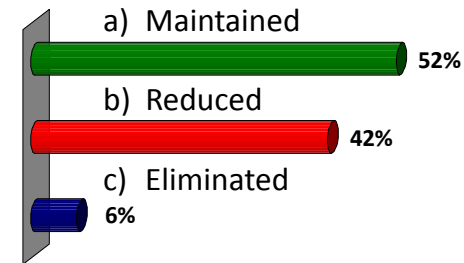
FY11 Current Service Cost:

\$217,060

Wants

Master Plan Implementation

This difficult budget year, the funding level for this service should be ...



Mean = 1.5484

Wants

Youth Civic Engagement

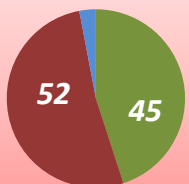
Ensures youth and adults are prepared and supported to work together within a system of youth engagement that provides opportunities to impact youth issues and community quality of life.



**Strategic
Importance**

Low

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

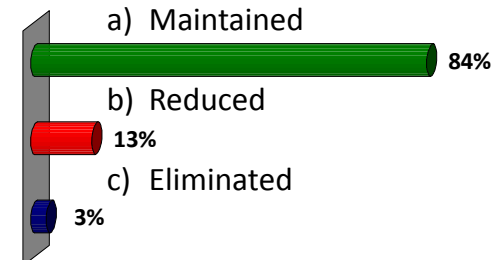
FY11 Current Service Cost:

\$60,000

Wants

Youth Civic Engagement

This difficult budget year, the funding level for this service should be ...



Mean = 1.1935

Wants

Strategic Community Planning

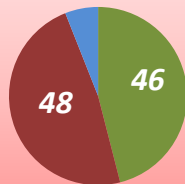
Provides strategic master plans, the Community Plan, and policies which aim at taking a look at what major directions our community must take in order to achieve our vision of "Making Hampton the Most Livable City in Virginia".



Strategic Importance

Low

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

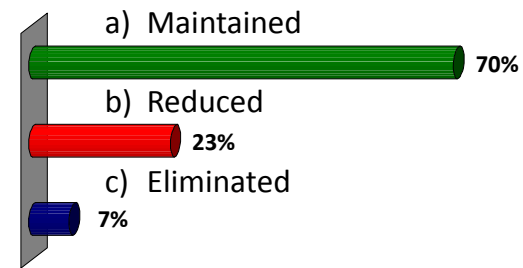
FY11 Current Service Cost:

\$756,185

Wants

Strategic Community Planning

This difficult budget year, the funding level for this service should be ...



Mean = 1.3667

Wants

Teen Center Operations

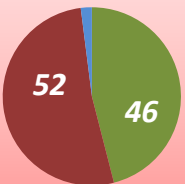
Provides dedicated programming, activities, special events, training, and classes for Hampton's teen population. A variety of events are scheduled based on the needs identified by the young people.



Strategic Importance

Below Average

Need v. Want



FY 10 to FY11 Budget Change:

Increased

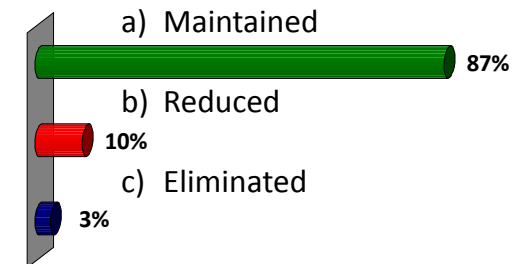
FY11 Current Service Cost:

\$580,748

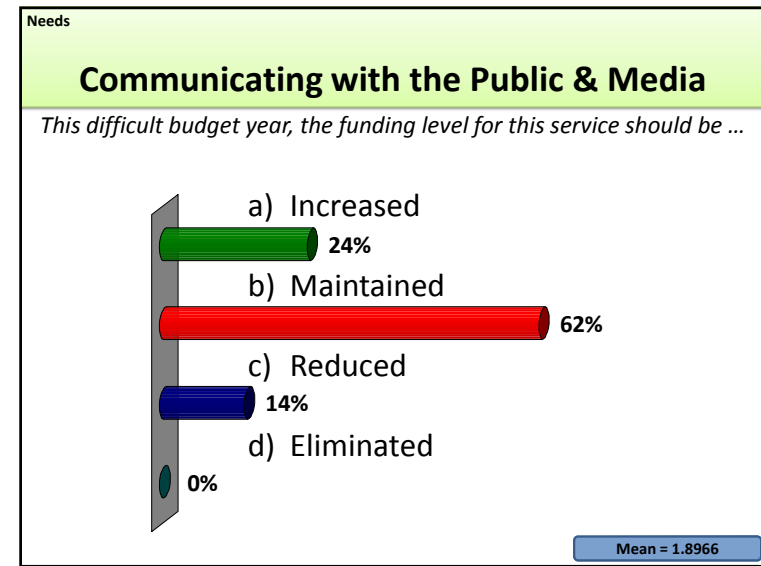
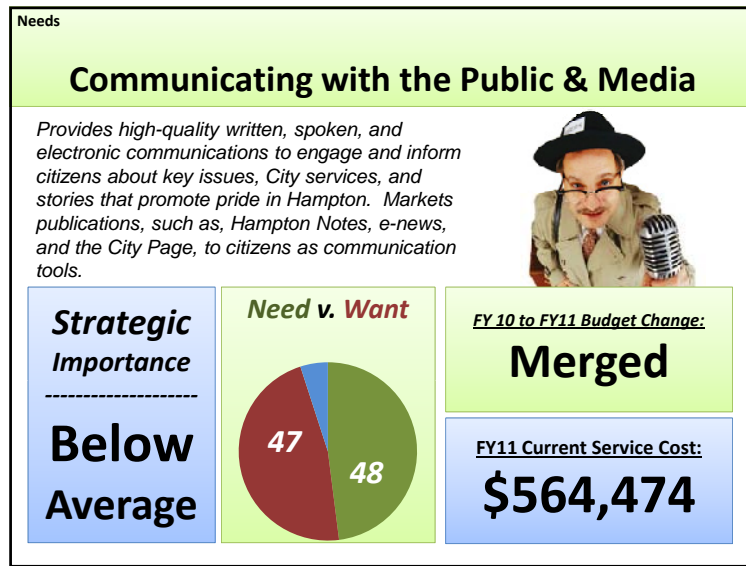
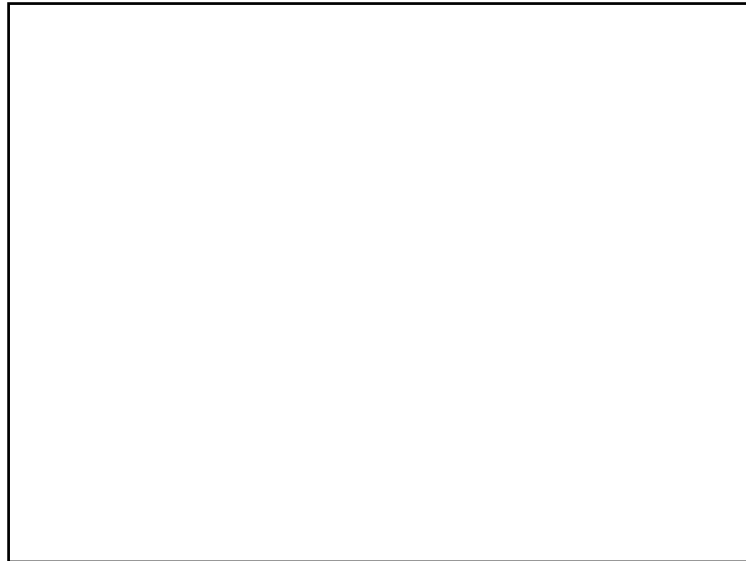
Wants

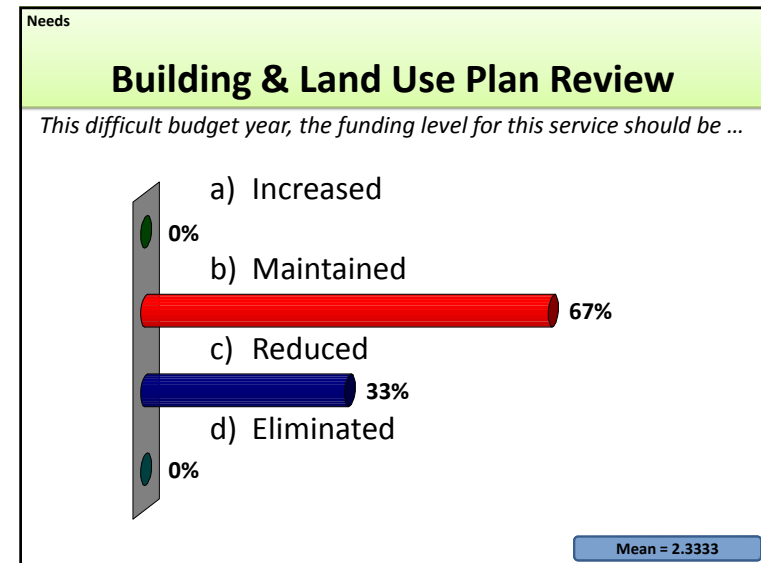
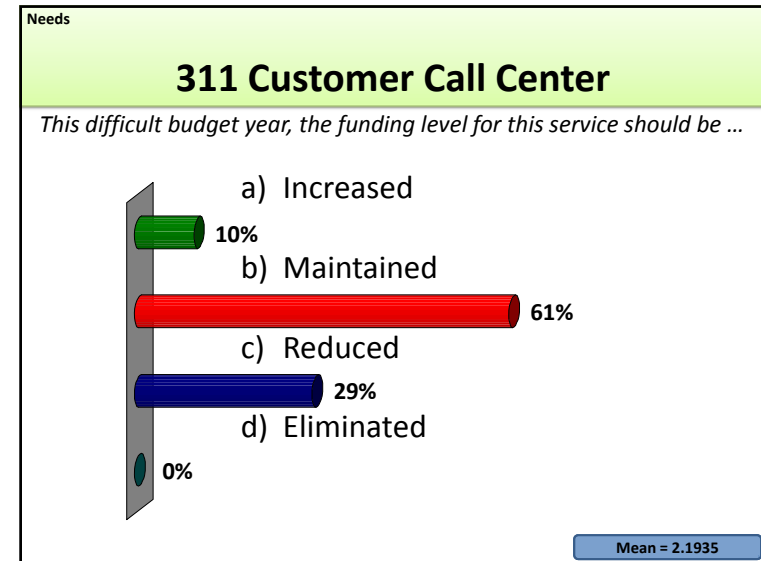
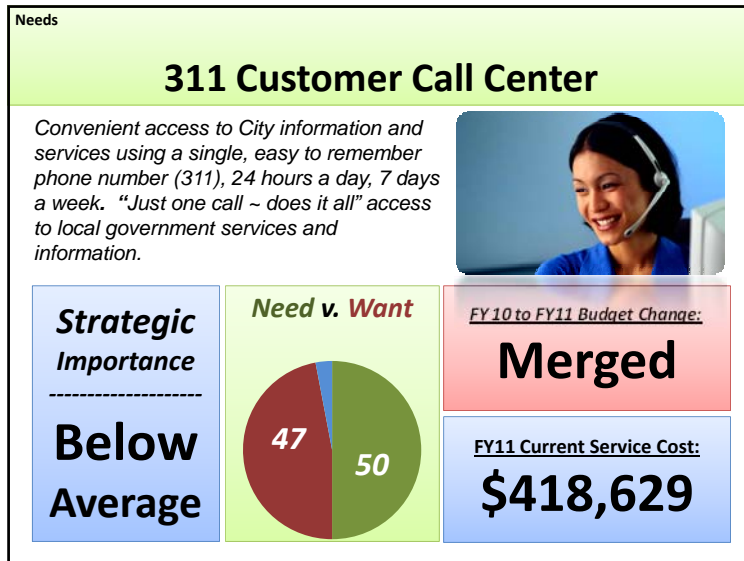
Teen Center Operations

This difficult budget year, the funding level for this service should be ...



Mean = 1.1667





Needs

Maintain Athletic Fields

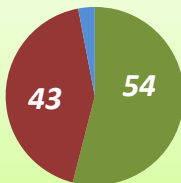
Daily management and maintenance at 36 ball fields, 20 football fields, 26 soccer fields, 66 tennis courts, 15 softball fields, and tracks in support of high school, little league and adult sports programs, parks and recreational facilities.



Strategic Importance

Below Average

Need v. Want



FY 10 to FY11 Budget Change:

Increased

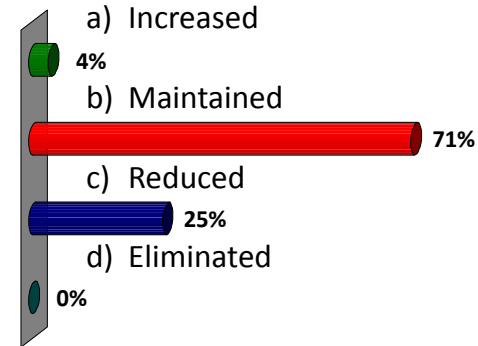
FY11 Current Service Cost:

\$353,130

Needs

Maintain Athletic Fields

This difficult budget year, the funding level for this service should be ...



Mean = 2.2143

Needs

Animal Control Services

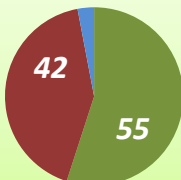
Provides animal control services as mandated by State Code by collecting stray animals; rescuing sick or injured animals; and removing deceased animals from city streets. Basic animal control provided 8 hours per day 363 days per year and emergency animal control services 24 hours per day 365 days per year.



Strategic Importance

Below Average

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

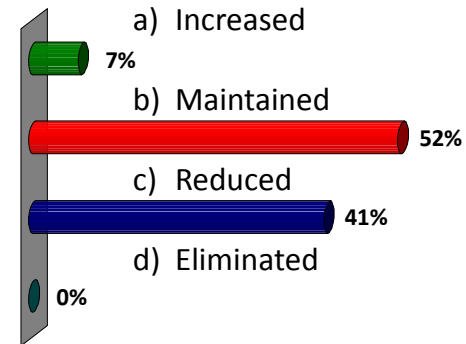
FY11 Current Service Cost:

\$347,746

Needs

Animal Control Services

This difficult budget year, the funding level for this service should be ...



Mean = 2.3448

Needs

Youth Sports Programs

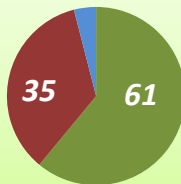
Supports youth sports associations in football, basketball, wrestling, softball and track. Provides training to youth coaches through NYSCA to over 50 coaches a year. Offers summer camps through Hook-A-Kid on golf, NFL football, and other national partners.



**Strategic
Importance**

**Above
Average**

Need v. Want



FY 10 to FY11 Budget Change:

Maintained

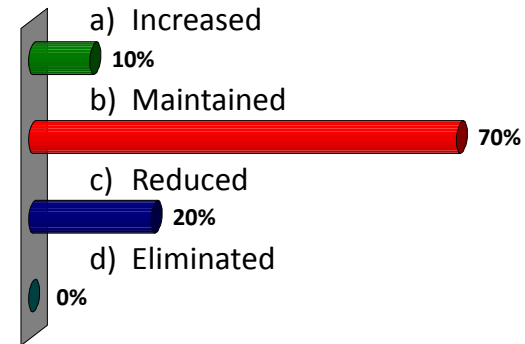
FY11 Current Service Cost:

\$266,822

Needs

Youth Sports Programs

This difficult budget year, the funding level for this service should be ...



Mean = 2.1

Needs

Maintain School Grounds

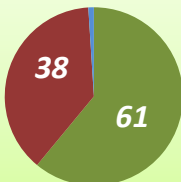
Landscaping, mowing, edging, litter & debris removal, and beautification enhancements for 17 area public schools. Quarterly inspections, repairs, and ongoing maintenance programs for school playground equipment and athletic facilities.



**Strategic
Importance**

**Below
Average**

Need v. Want



FY 10 to FY11 Budget Change:

Increased

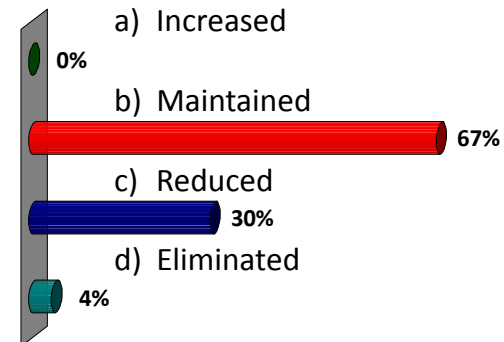
FY11 Current Service Cost:

\$584,995

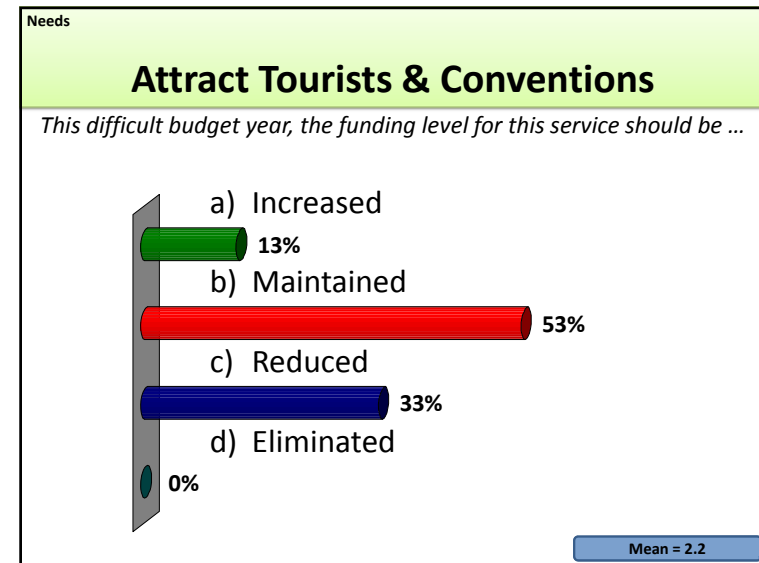
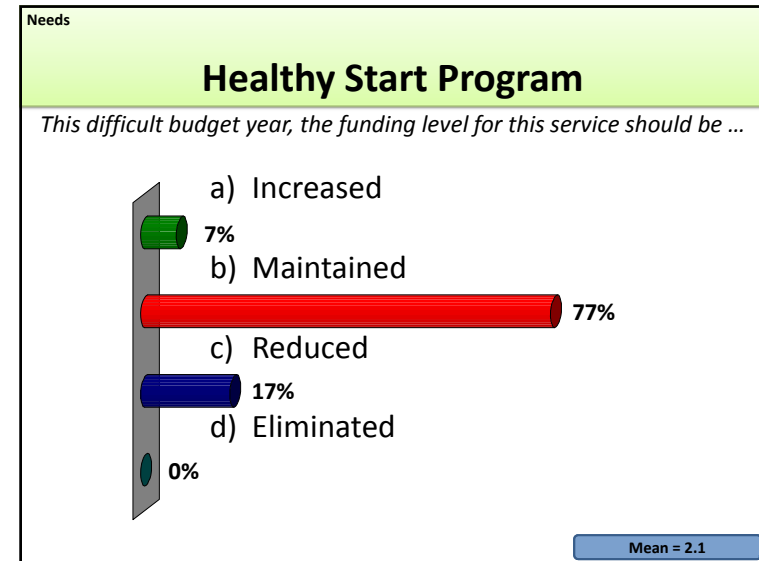
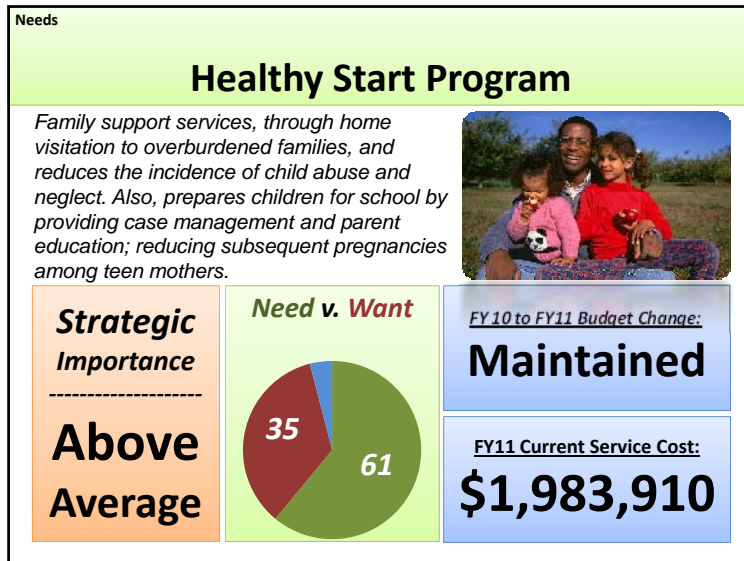
Needs

Maintain School Grounds

This difficult budget year, the funding level for this service should be ...



Mean = 2.3704



Needs

Community & Neighborhood Centers

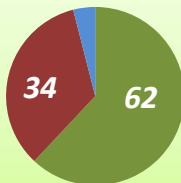
Provides access and operations at four community centers and six neighborhood centers. Offers programs and activities and promotes healthy lifestyles by providing weight and cardio equipment at community centers.



**Strategic
Importance**

**Above
Average**

Need v. Want



FY 10 to FY11 Budget Change:

Maintained

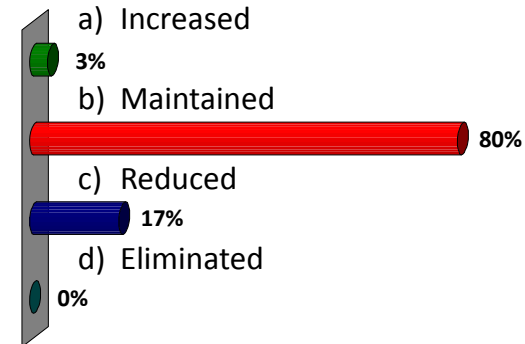
FY11 Current Service Cost:

\$1,009,493

Needs

Community & Neighborhood Centers

This difficult budget year, the funding level for this service should be ...



Mean = 2.1333

Needs

Maintain Parks & Playgrounds

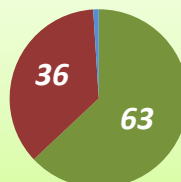
Provides landscape maintenance; mowing services on a five-day work schedule; monthly edging of street curbs; litter and debris removal every five days and more frequently at locations where there is more recreational activity.



**Strategic
Importance**

**Above
Average**

Need v. Want



FY 10 to FY11 Budget Change:

Maintained

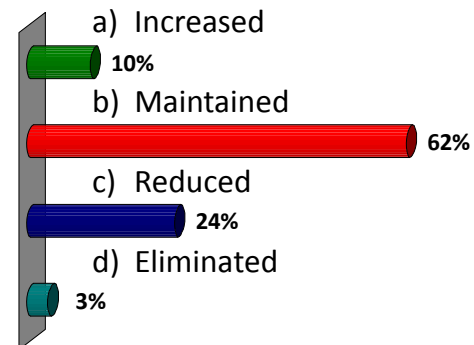
FY11 Current Service Cost:

\$1,597,687

Needs

Maintain Parks & Playgrounds

This difficult budget year, the funding level for this service should be ...



Mean = 2.2069

Needs

Enforcing Zoning Ordinances

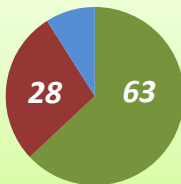
Proactive inspection and response to complaints regarding existing residential and commercial structures to ensure compliance with the International Property Maintenance Code. Enforce the Zoning Ordinance to ensure orderly land development.



Strategic Importance

Above Average

Need v. Want



FY 10 to FY11 Budget Change:

Merged

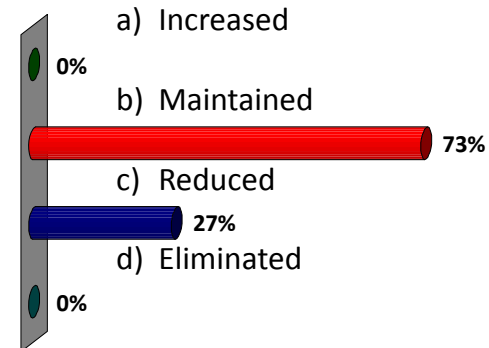
FY11 Current Service Cost:

\$516,353

Needs

Enforcing Zoning Ordinances

This difficult budget year, the funding level for this service should be ...



Mean = 2.2667

Needs

Insect & Mosquito Control

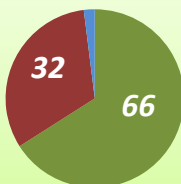
Provides control of stinging insect on public property; the identification and advice regarding insects and other pests; chemical treatment of breeding sites; application of chemical spray to reduce the population of adult mosquitoes; and education regarding mosquito control methods.



Strategic Importance

Below Average

Need v. Want



FY 10 to FY11 Budget Change:

Maintained

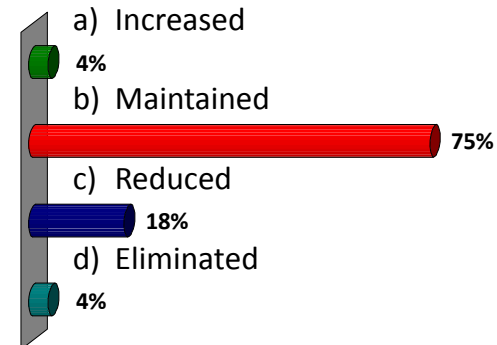
FY11 Current Service Cost:

\$203,713

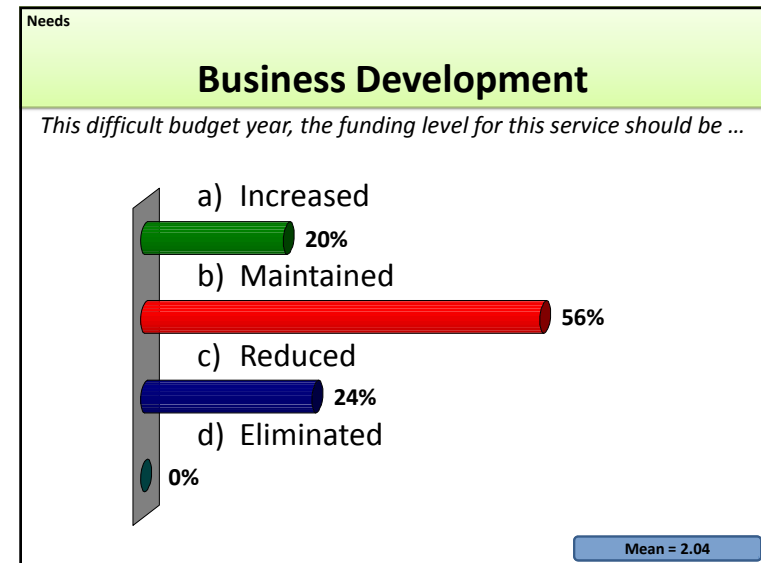
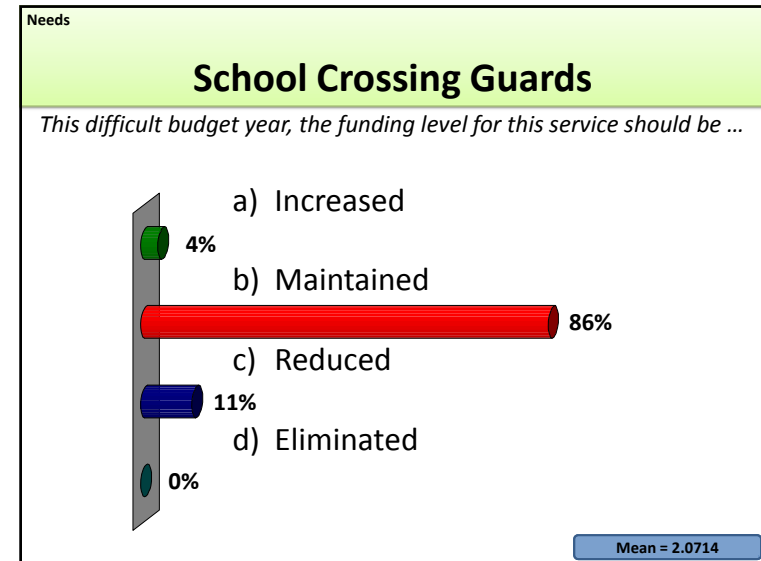
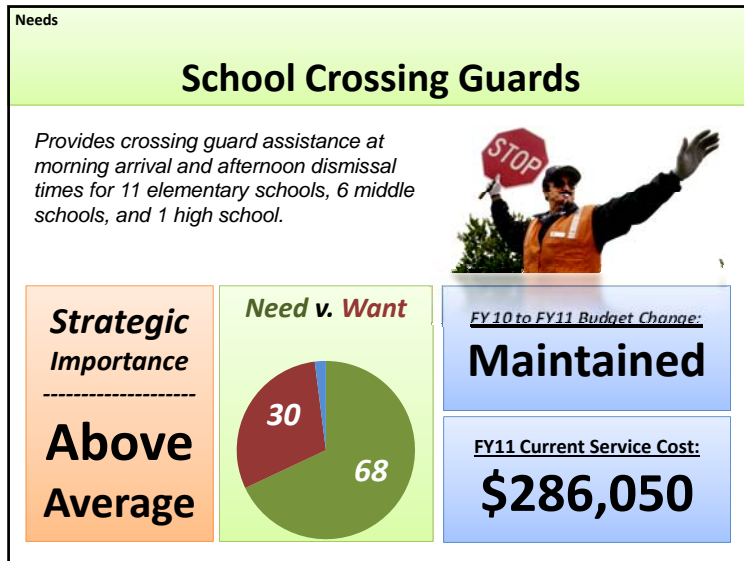
Needs

Insect & Mosquito Control

This difficult budget year, the funding level for this service should be ...



Mean = 2.2143



Needs

Financial Support for Volunteer Firefighters

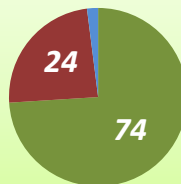
Supports six volunteer fire companies that respond to fires and other emergencies and assist with emergency responses at community events.



**Strategic
Importance**

High

Need v. Want



FY 10 to FY11 Budget Change:

Increased

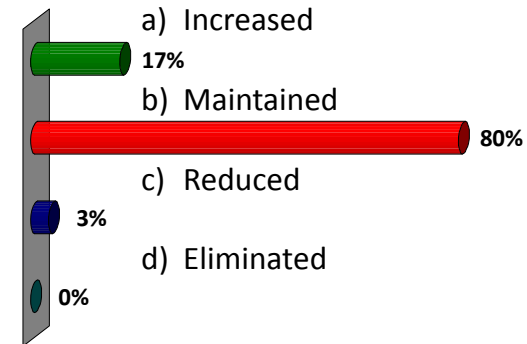
FY11 Current Service Cost:

\$363,006

Needs

Financial Support for Volunteer Firefighters

This difficult budget year, the funding level for this service should be ...



Mean = 1.8667

Needs

Social Services Programs

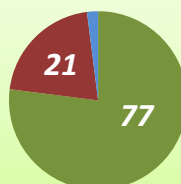
Empowers families and children to escape the long-term effects of poverty; protects abused and/or neglected children and adults. Provides assistance to families in the form of emergency food, utility, shelter needs, and financial assistance programs through food stamps, Medicaid and TANF.



**Strategic
Importance**

**Above
Average**

Need v. Want



FY 10 to FY11 Budget Change:

Increased

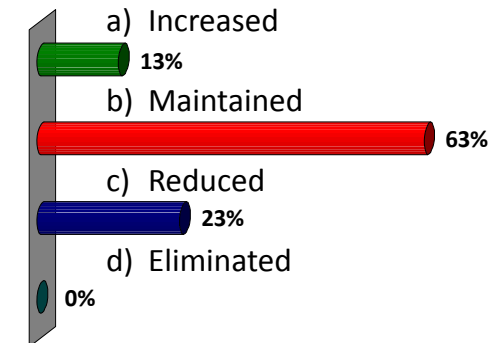
FY11 Current Service Cost:

\$18,912,389

Needs

Social Services Programs

This difficult budget year, the funding level for this service should be ...



Mean = 2.1

Needs

Internal Government Support

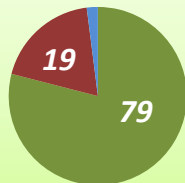
Provides services by nine departments, including: Budget and Management Analysis, City Attorney, City Manager, Finance and Consolidated Procurement, Human Resources, Independent Auditors, Information Technology, Internal Audit, and Municipal Council.



Strategic Importance

Above Average

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

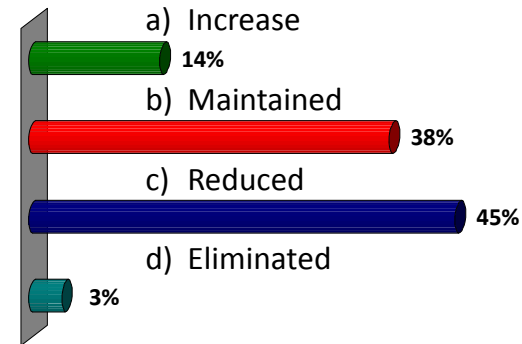
FY11 Current Service Cost:

\$8,042,795

Needs

Internal Government Support

This difficult budget year, the funding level for this service should be ...



Mean = 2.3793

Needs

Improve Drainage for Heavy Rains

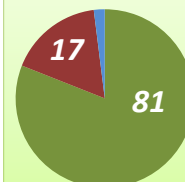
Performs ongoing maintenance and repairs to the entire public drainage system to proactively protect lives and property from flooding events.



Strategic Importance

High

Need v. Want



FY 10 to FY11 Budget Change:

Increased

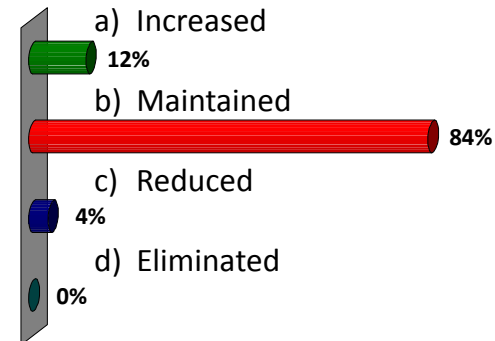
FY11 Current Service Cost:

\$1,290,317

Needs

Improve Drainage for Heavy Rains

This difficult budget year, the funding level for this service should be ...



Mean = 1.92

Needs

Maintain Traffic Signals

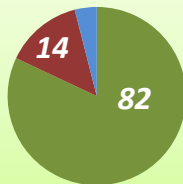
Maintenance and repair for: 181 traffic signal lights, 28 closed circuit traffic TV cameras, 40 school flashing lights, 65 miles of fiber-optic communication cable used by advanced Traffic Management System and over 400+ city-owned streetlights and poles.



Strategic Importance

High

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

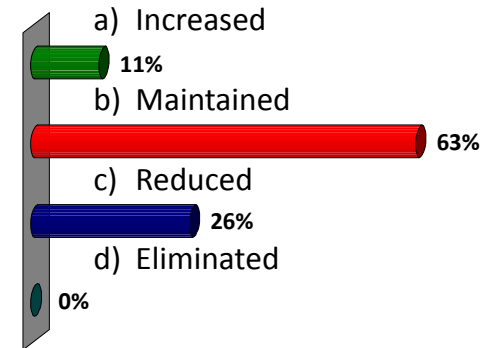
FY11 Current Service Cost:

\$478,593

Needs

Maintain Traffic Signals

This difficult budget year, the funding level for this service should be ...



Mean = 2.1481

Needs

Health Department Programs

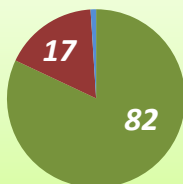
Protects the health of the citizens through services in maternal & child health; immunizations services; family planning; environmental health; communicable disease investigation, treatment, and control; chronic disease prevention and control; and nursing home pre-screening.



Strategic Importance

High

Need v. Want



FY 10 to FY11 Budget Change:

Maintained

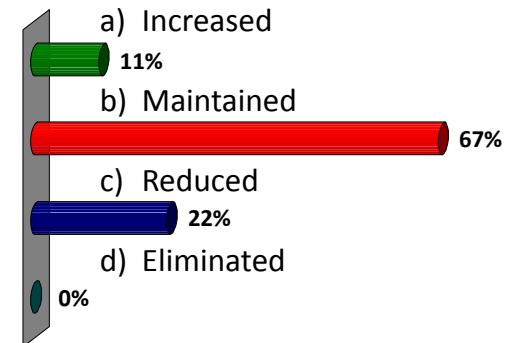
FY11 Current Service Cost:

\$1,441,235

Needs

Health Department Programs

This difficult budget year, the funding level for this service should be ...



Mean = 2.1111

Needs

Upkeep of Public Facilities

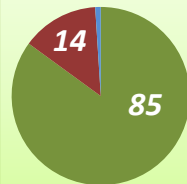
Maintain 85 City or public-owned facilities through electrical, plumbing, HVAC, and carpentry maintenance and repair, contract management, security, and renovation services. Provide energy costs oversight and funding for the utility payments of 66 public facilities.



Strategic Importance

Above Average

Need v. Want



FY 10 to FY11 Budget Change:

Reduced

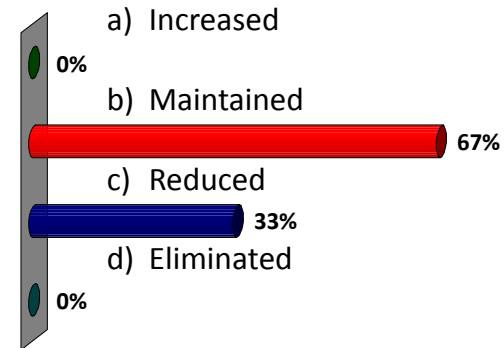
FY11 Current Service Cost:

\$4,130,576

Needs

Upkeep of Public Facilities

This difficult budget year, the funding level for this service should be ...



Mean = 2.3333

Needs

Maintain City Street Lighting

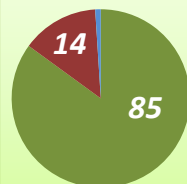
Provides adequate lighting along City-owned streets and parking lots to allow safe transit by vehicles and pedestrians. Proactively identifies outages throughout the City.



Strategic Importance

Above Average

Need v. Want



FY 10 to FY11 Budget Change:

Maintained

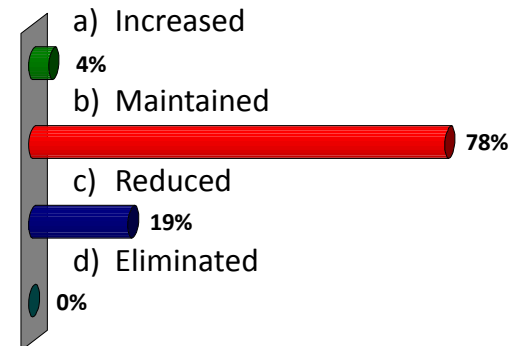
FY11 Current Service Cost:

\$1,691,846

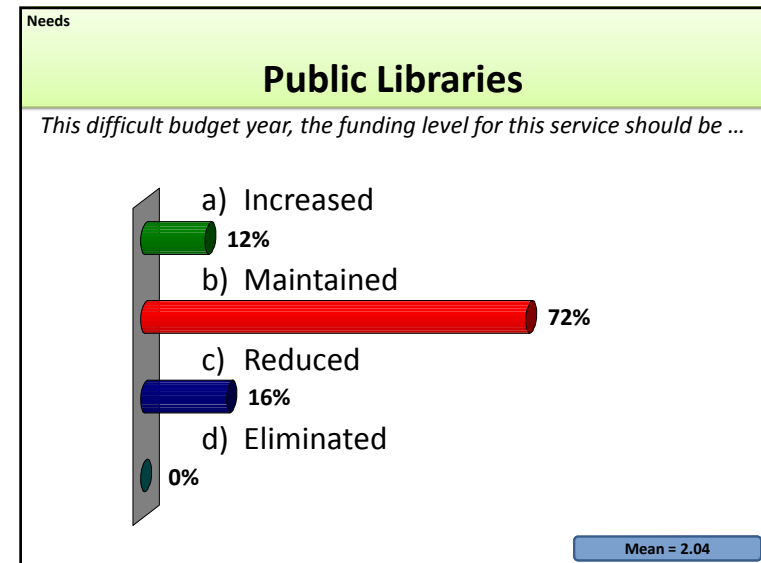
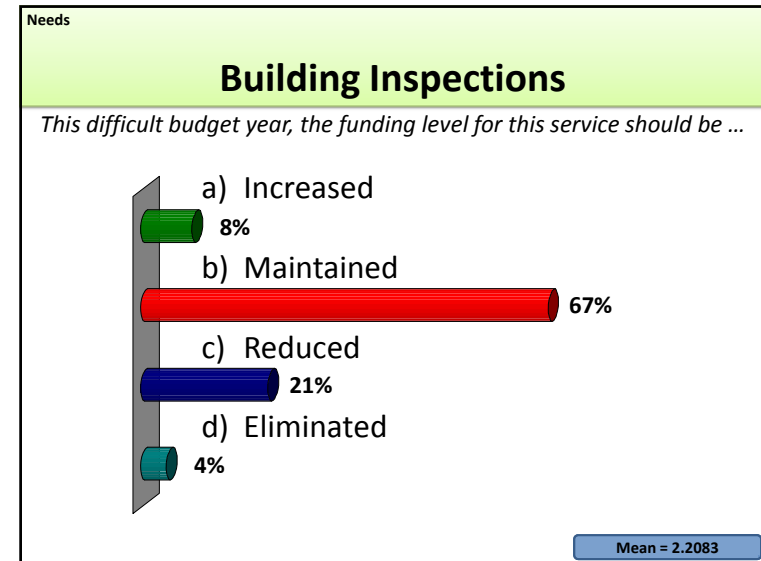
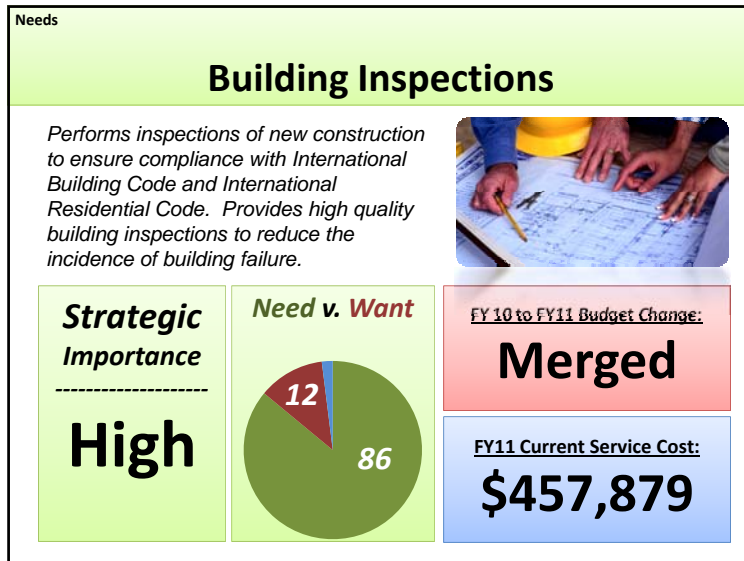
Needs

Maintain City Street Lighting

This difficult budget year, the funding level for this service should be ...



Mean = 2.1481



Needs

Disaster Preparedness & Management

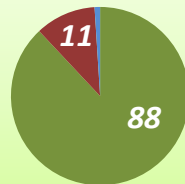
Prepares the response to major emergency events in a effective and timely manner. Train personnel; develop communication procedures and plans; identify facilities to relocate personnel and equipment; and establish evacuation plans.



**Strategic
Importance**

High

Need v. Want



FY10 to FY11 Budget Change:

Increased

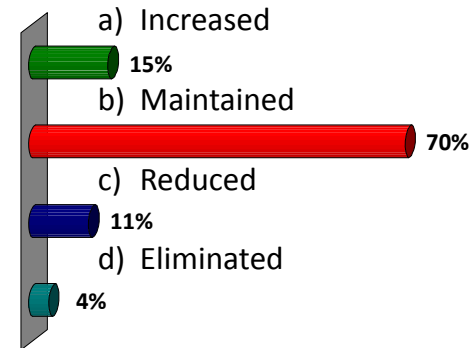
FY11 Current Service Cost:

\$224,590

Needs

Disaster Preparedness & Management

This difficult budget year, the funding level for this service should be ...



Mean = 2.037

Needs

Public Schools for Grades K thru 12

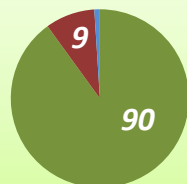
The local contribution to the Schools based on an agreed upon formula in which they receive a predetermined percentage of the growth in residential general property and utility taxes.



**Strategic
Importance**

High

Need v. Want



FY10 to FY11 Budget Change:

Reduced

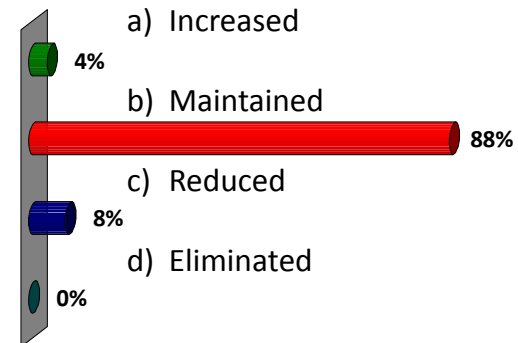
FY11 Current Service Cost:

\$67,051,476

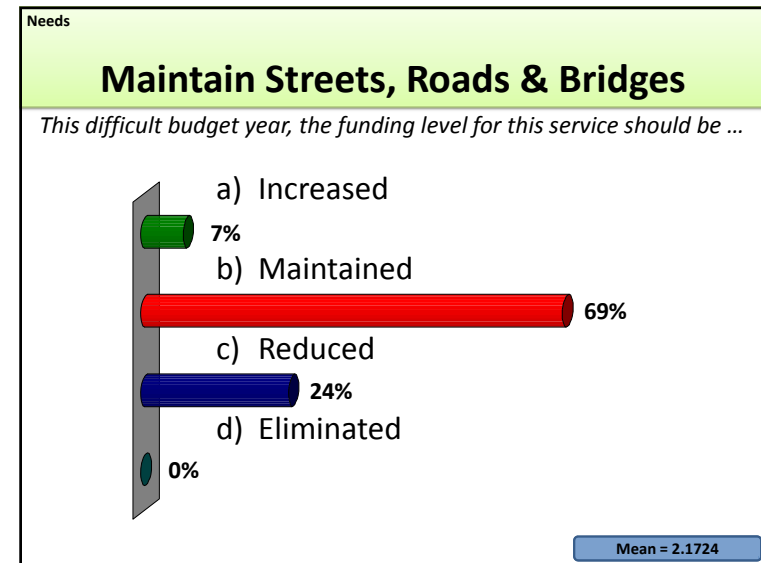
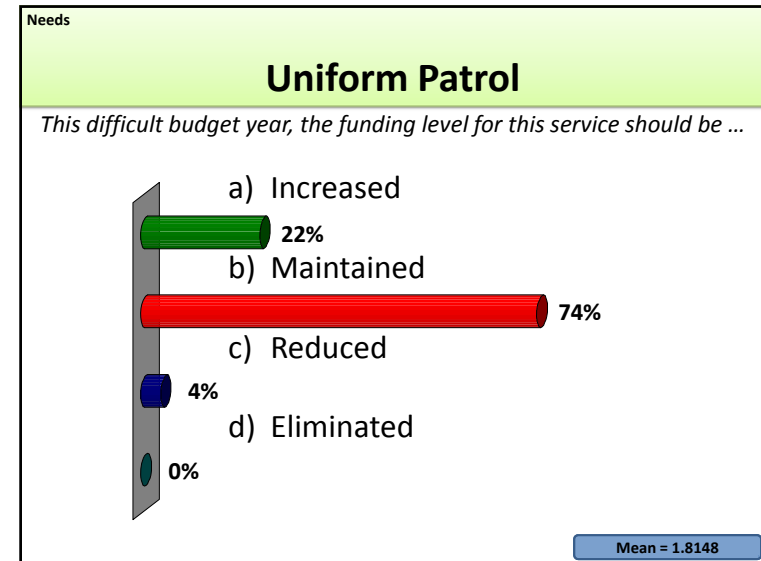
Needs

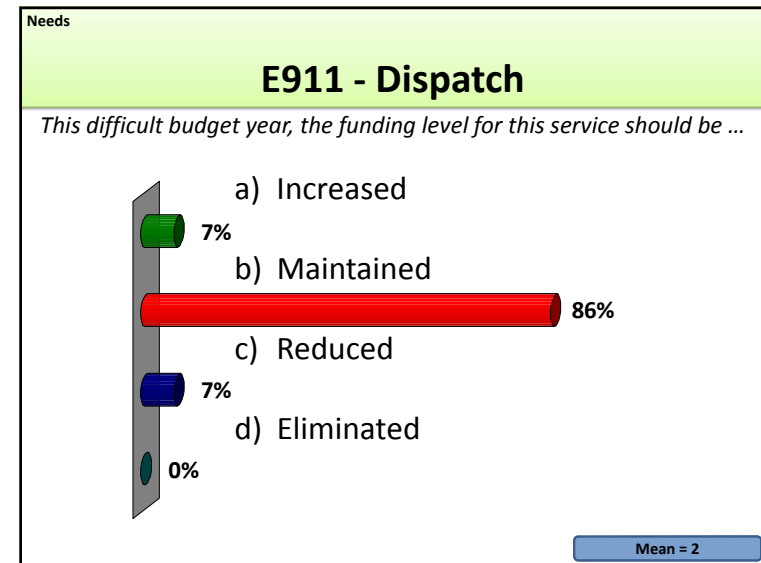
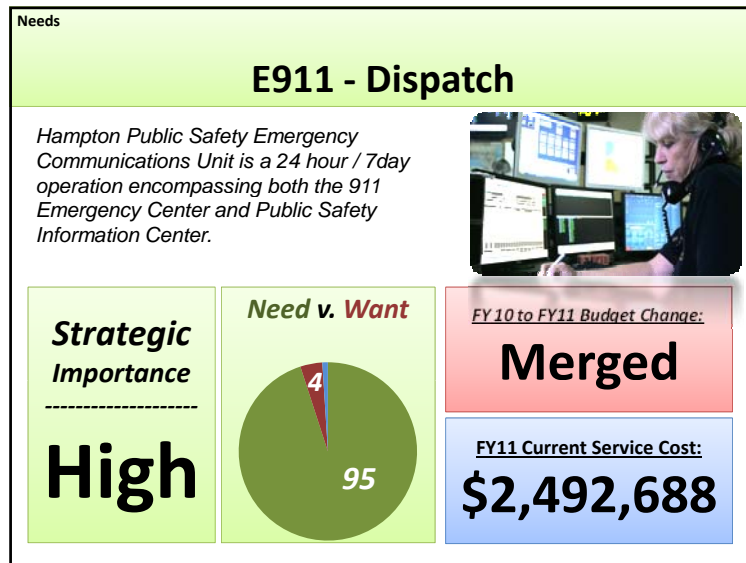
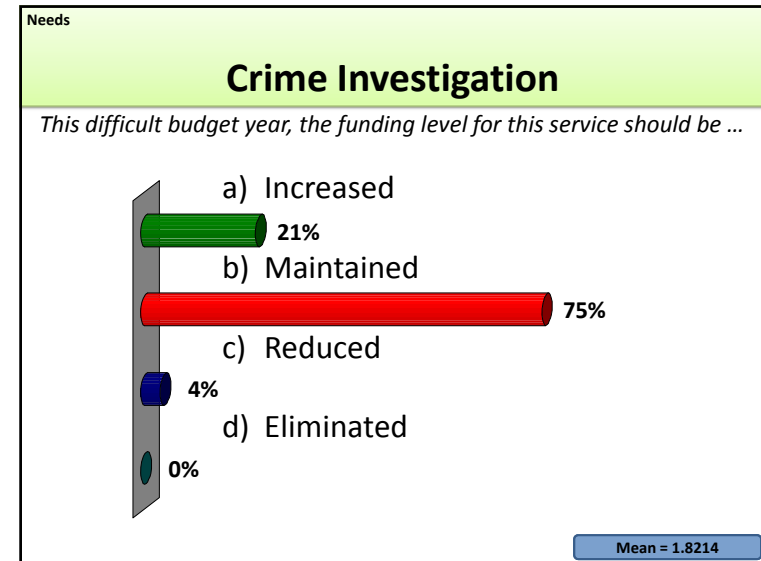
Public Schools for Grades K thru 12

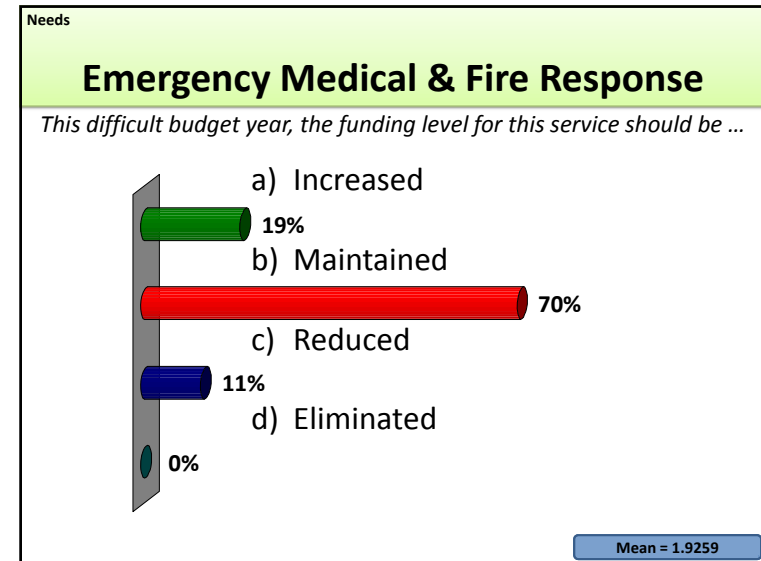
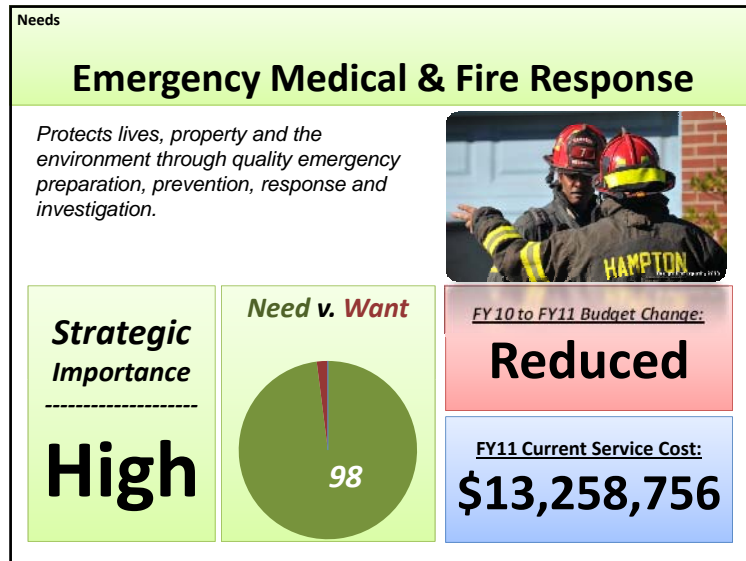
This difficult budget year, the funding level for this service should be ...



Mean = 2.0385







Capital Projects

Public Schools Maintenance Projects

Assistance with funding routine maintenance projects such as replacing roofs, HVAC units, boilers and fire alarm systems and refurbishing hallways and restrooms, etc.

Estimated Project Cost:

\$5,287,500

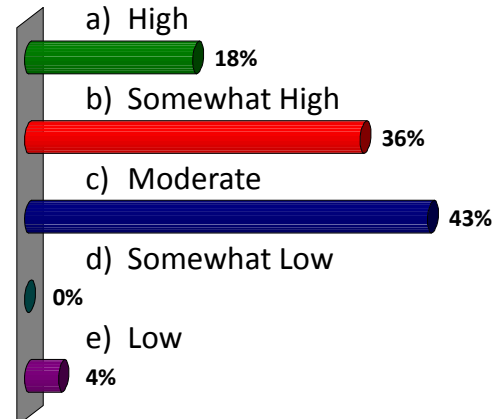
Bond Proceeds



Capital Projects

Public Schools Maintenance Projects

The relative importance of this project as compared to other projects is...



Capital Projects

Public Schools Major Renovation Projects

Assistance with funding renovations that are beyond the scope of routine maintenance such as reconstructing building facades and entranceways.

Estimated Project Cost:

\$5,000,000

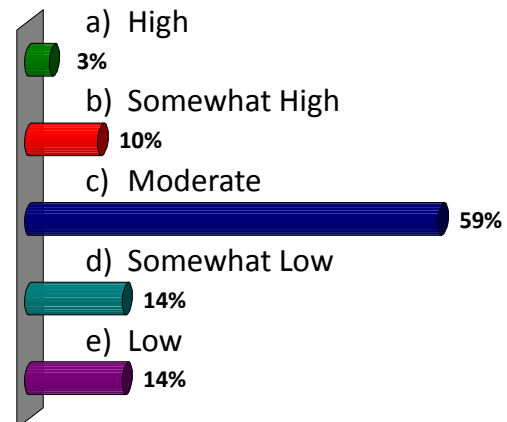
Bond Proceeds



Capital Projects

Public Schools Major Renovation Projects

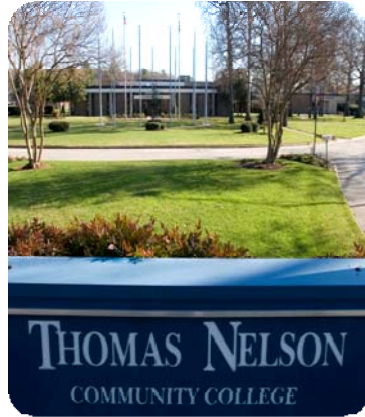
The relative importance of this project as compared to other projects is...



Capital Projects

Thomas Nelson Community College Site Improvements

State mandated contribution towards the site improvements at Thomas Nelson Community College (TNCC) based on the number of Hampton residents enrolled.



Estimated Project Cost:

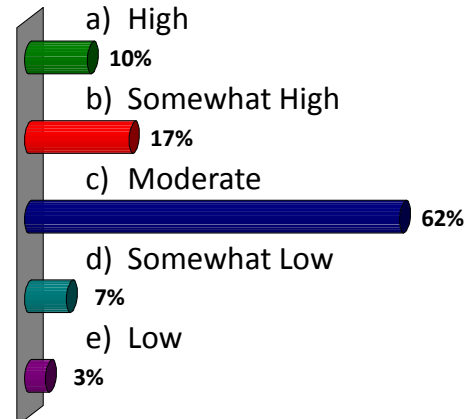
\$167,976

General Fund

Capital Projects

Thomas Nelson Community College Site Improvements

The relative importance of this project as compared to other projects is...



Capital Projects

City Building Maintenance

Inspect, evaluate and repair or replacement major building systems and components such as HVAC, electrical and plumbing based on a maintenance schedule.



Estimated Project Cost:

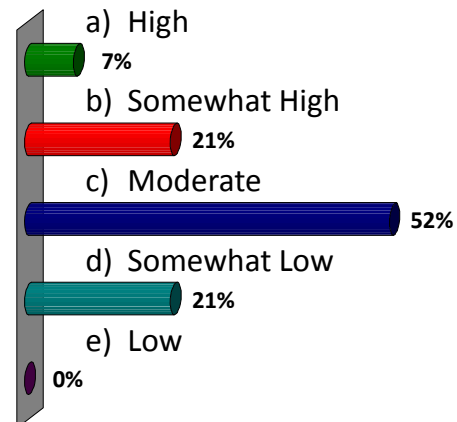
\$2,750,000

General Fund

Capital Projects

City Building Maintenance

The relative importance of this project as compared to other projects is...



Capital Projects

Downtown Landscaping Enhancement

Improve the general appearance in downtown by planting or replacing shrubs and various ground coverings at selected public facilities. Litter removal after all special events, on a daily basis and as needed.

Estimated Project Cost:

\$200,000

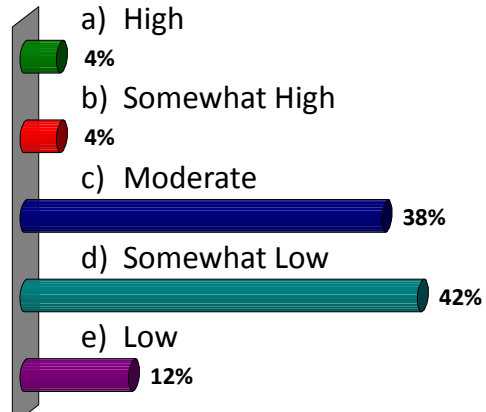
General Fund



Capital Projects

Downtown Landscaping Enhancement

The relative importance of this project as compared to other projects is...



Capital Projects

Firing Range Improvements

Improve functionality and appearance of facility as well as minimize acoustical effects upon the surrounding community.

Estimated Project Cost:

\$500,000

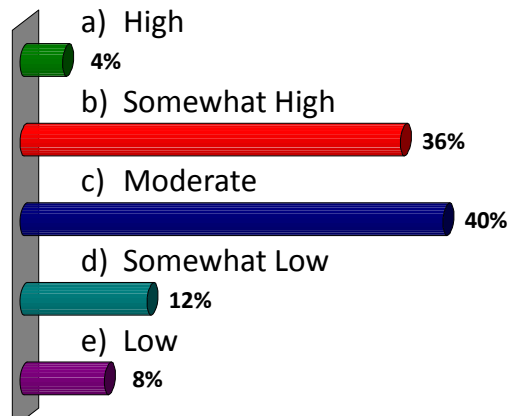
Bond Proceeds



Capital Projects

Firing Range Improvements

The relative importance of this project as compared to other projects is...



Capital Projects

Aquatic Center HVAC System

Replace HVAC system for pool and spa areas and install heating and air conditioning systems for office space off the pool area.

Estimated Project Cost:

\$259,000

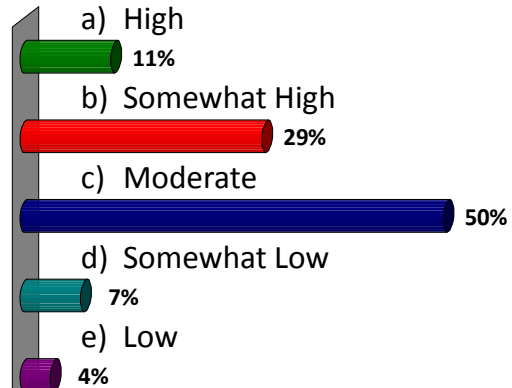
General Fund



Capital Projects

Aquatic Center HVAC System

The relative importance of this project as compared to other projects is...



Capital Projects

Parks and Recreation Maintenance

Improve athletic fields and courts at schools, parks and recreation facilities; upgrade lighting and maintain restrooms, shelters, campgrounds, playgrounds and Darling Stadium.

Estimated Project Cost:

\$2,000,000

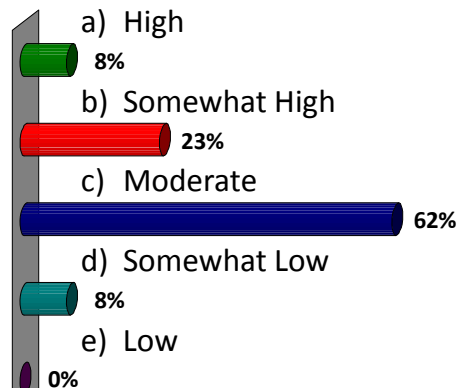
General Fund



Capital Projects

Parks and Recreation Maintenance

The relative importance of this project as compared to other projects is...



Capital Projects

Freeman Drive Realignment and Street Improvement

Perform engineering study on work required to improve the road and make it accessible to through traffic.

Estimated Project Cost:

\$100,000

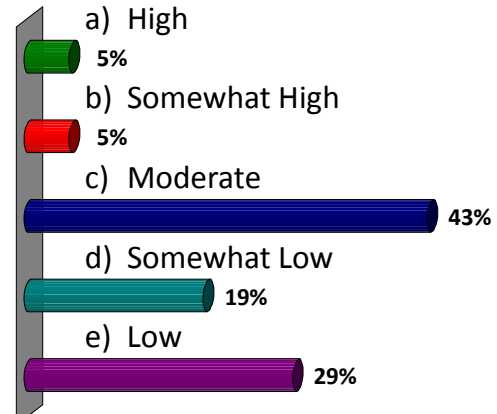
General Fund



Capital Projects

Freeman Drive Realignment and Street Improvement

The relative importance of this project as compared to other projects is...



Capital Projects

Greenman House Stabilization Project - Phase I

Stabilize foundation to prevent further deterioration and damage from flooding which occurs with heavy rains.

Estimated Project Cost:

\$270,000

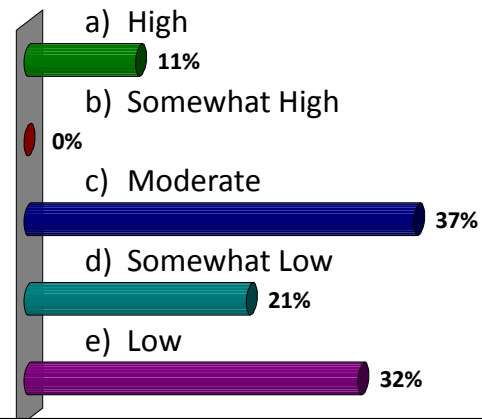
General Fund



Capital Projects

Greenman House Stabilization Project - Phase I

The relative importance of this project as compared to other projects is...



Capital Projects

Blighted Property Acquisition and Demolition

Acquire and demolish strategic and generally blighted properties to control redevelopment and halt disinvestments in Hampton's neighborhoods.

Estimated Project Cost:

\$250,000

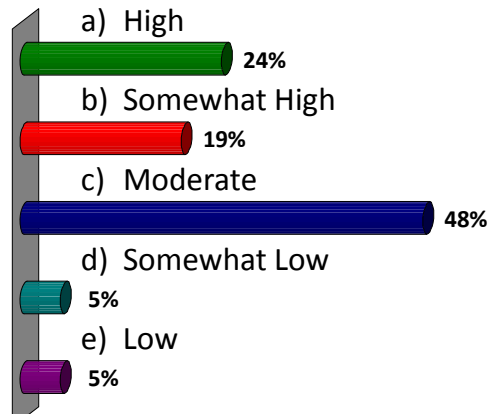
General Fund



Capital Projects

Blighted Property Acquisition and Demolition

The relative importance of this project as compared to other projects is...



Capital Projects

Housing Improvement Grants

Expand Curb Appeal Matching Grants program to older neighborhoods within Master Plan areas. Grants require at least a dollar for dollar matching investment by the home owner.

Estimated Project Cost:

\$200,000

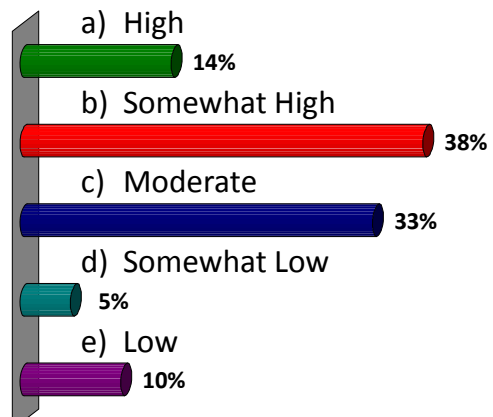
Bond Proceeds



Capital Projects

Housing Improvement Grants

The relative importance of this project as compared to other projects is...



Capital Projects

Animal Shelter Design

Perform engineering study for the construction of a 6,000 square foot, publicly accessible animal shelter.

Estimated Project Cost:

\$373,500

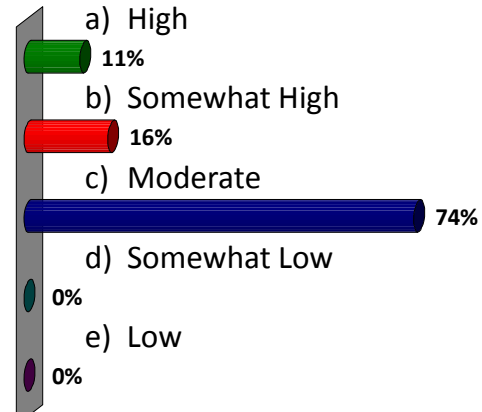
General Fund



Capital Projects

Animal Shelter Design

The relative importance of this project as compared to other projects is...



Capital Projects

Hampton Roads Center Parkway Pumping Station

Perform engineering study for a new pumping station to increase the capacity of infrastructure systems (sewage, water, drainage) for new development.

Estimated Project Cost:

\$171,000

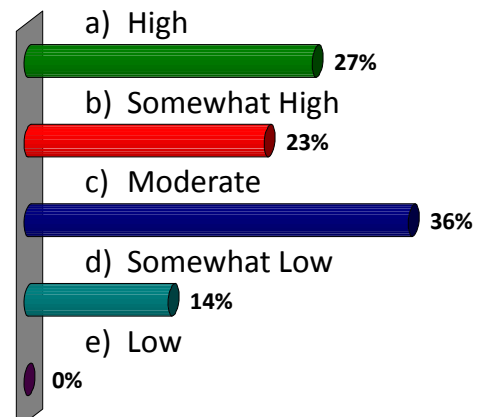
General Fund



Capital Projects

Hampton Roads Center Parkway Pumping Station

The relative importance of this project as compared to other projects is...



Capital Projects

Contingency Funds

Fund cost overruns and change orders for previously approved General Fund projects that exceed original estimated costs due to an increase in materials, labor, project delays, etc.

Estimated Project Cost:

\$240,000

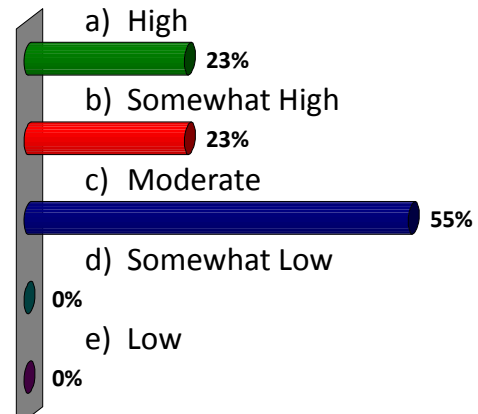
General Fund



Capital Projects

Contingency Funds

The relative importance of this project as compared to other projects is...



Capital Projects

Langley Air Force Base
Entrance Improvement

Improve the appearance and functionality of the North King Street entrance gate at Langley Air Force Base.

Estimated Project Cost:

\$750,000

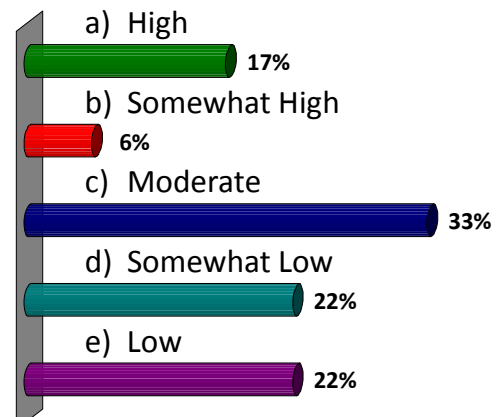
Bond Proceeds



Capital Projects

Langley Air Force Base
Entrance Improvement

The relative importance of this project as compared to other projects is...



Capital Projects

Pre-Wiring of Critical Facilities for Generator Service

Pre-wire critical facilities such as public schools, fire stations and community centers for emergency generators in the event of a major disaster.



Estimated Project Cost:

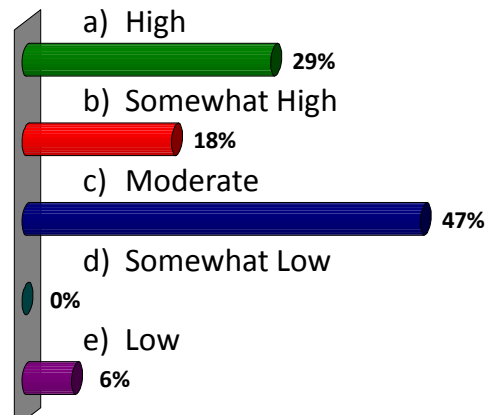
\$100,000

General Fund

Capital Projects

Pre-Wiring of Critical Facilities for Generator Service

The relative importance of this project as compared to other projects is...



Capital Projects

Relocate E-911/311/EOC

Construct a consolidated 18,000 square foot facility, at the rear of Fire Station 11 on Big Bethel Road, which will house the City's Emergency Operations Center/Emergency Management Center, Emergency 911 (E-911) and Customer Call Center (311).



Estimated Project Cost:

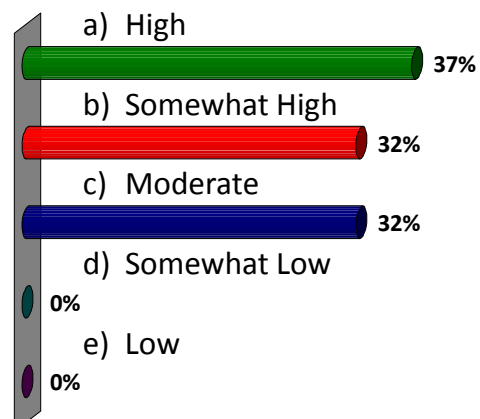
\$4,572,970

Bond Proceeds

Capital Projects

Relocate E-911/311/EOC

The relative importance of this project as compared to other projects is...



Capital Projects

Hampton Roads Center Parkway Final Paving Overlay

Final top coat of pavement to make the road usable.



Estimated Project Cost:

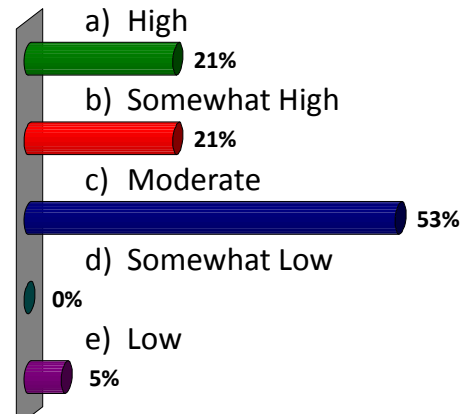
\$171,000

General Fund

Capital Projects

Hampton Roads Center Parkway Final Paving Overlay

The relative importance of this project as compared to other projects is...



Capital Projects

Street Resurfacing

Resurface and/or reconstruct arterial and residential streets throughout the City. A street resurfacing schedule is developed annually by the Department of Public Works.



Estimated Project Cost:

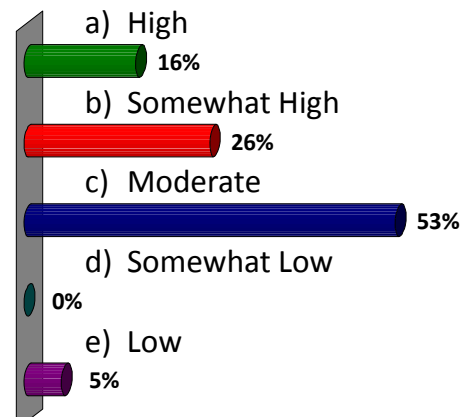
\$4,525,502

General Fund

Capital Projects

Street Resurfacing

The relative importance of this project as compared to other projects is...



City Services Polling Summary

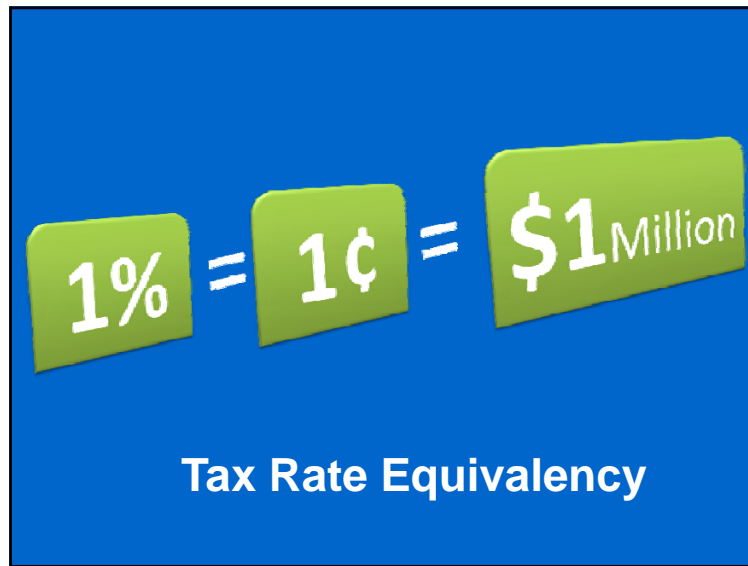
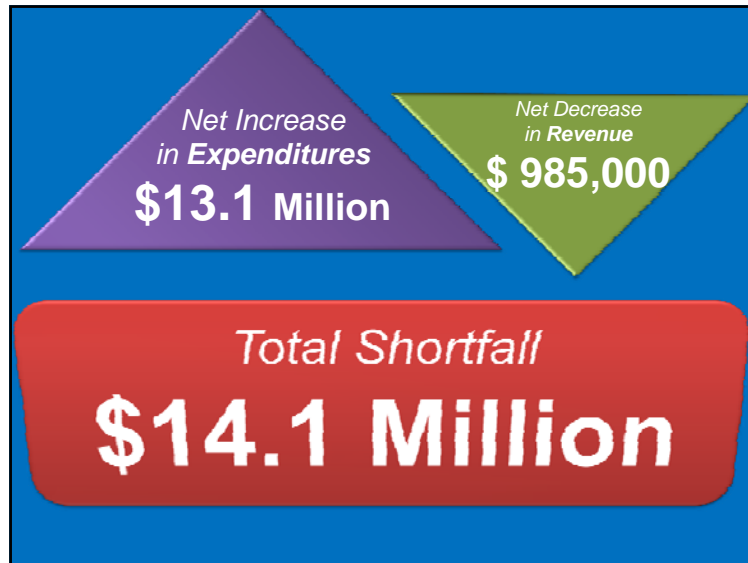


WANTS		NEEDS	
		Increase	0
Maintain	12	Maintain	32
Reduce	0	Reduce	0
Eliminate	0	Eliminate	0

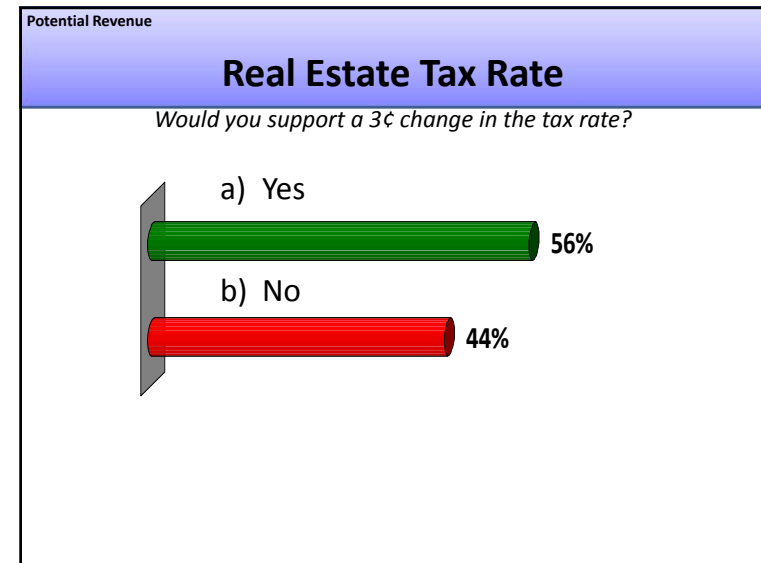
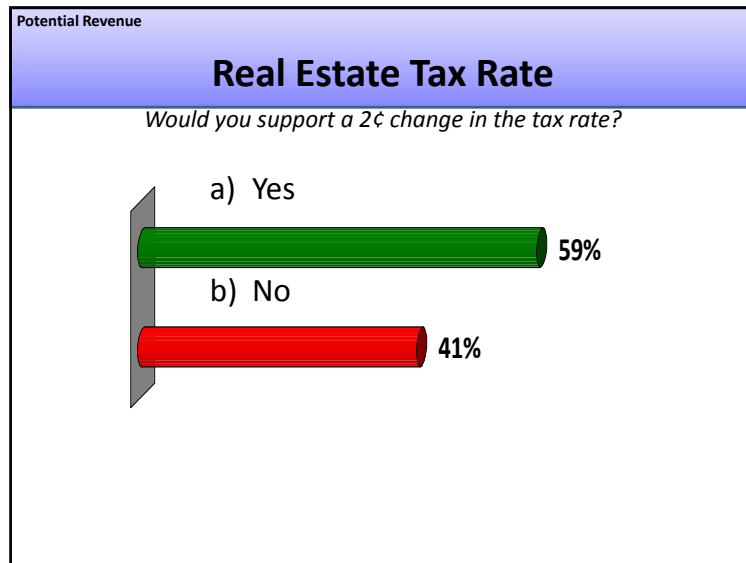
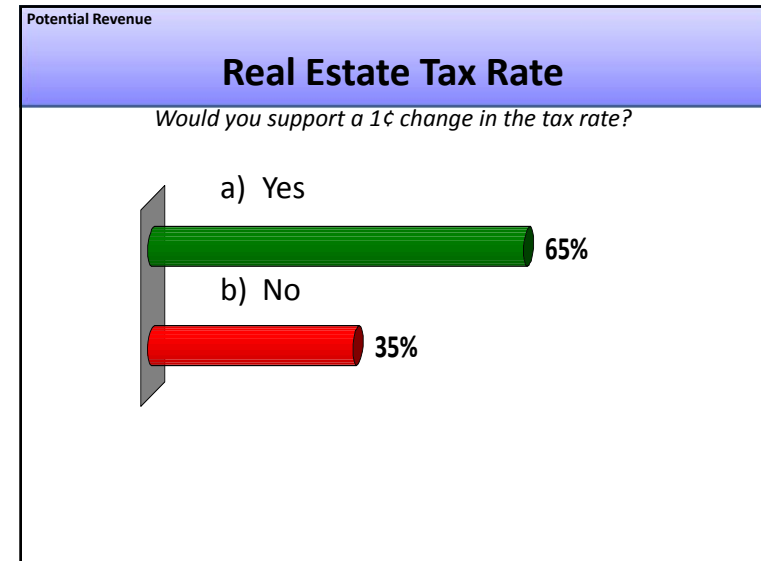
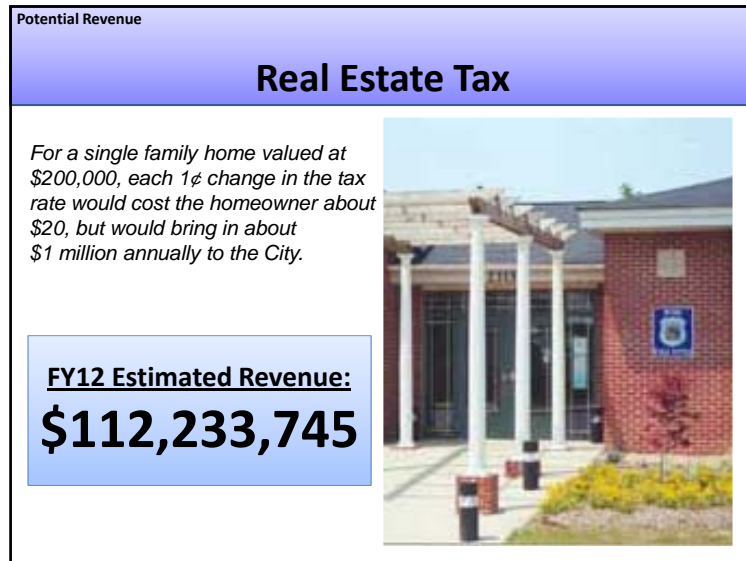
Potential Revenue Options

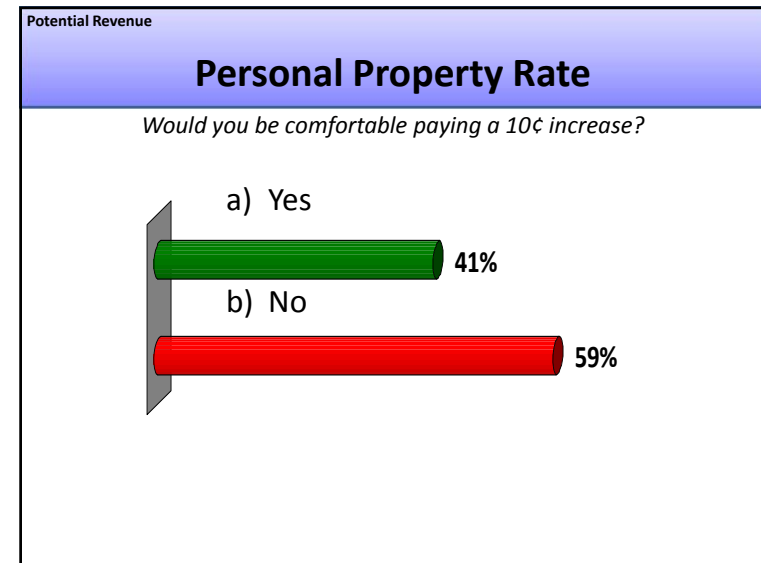
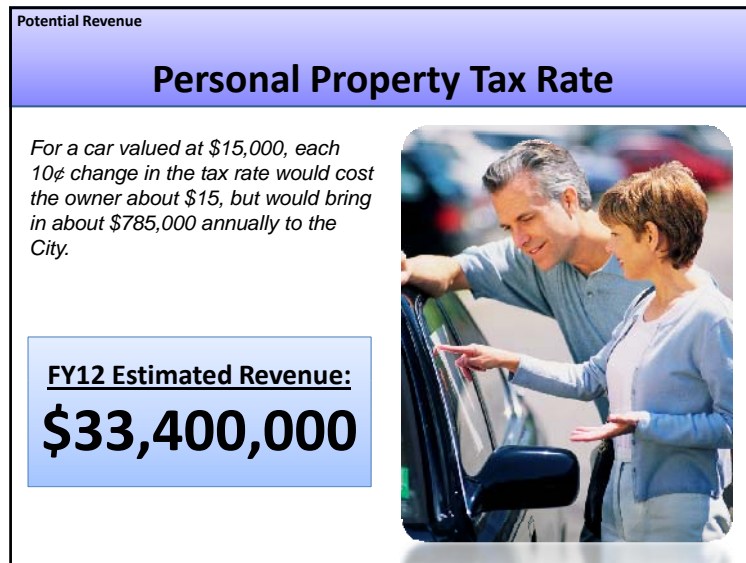
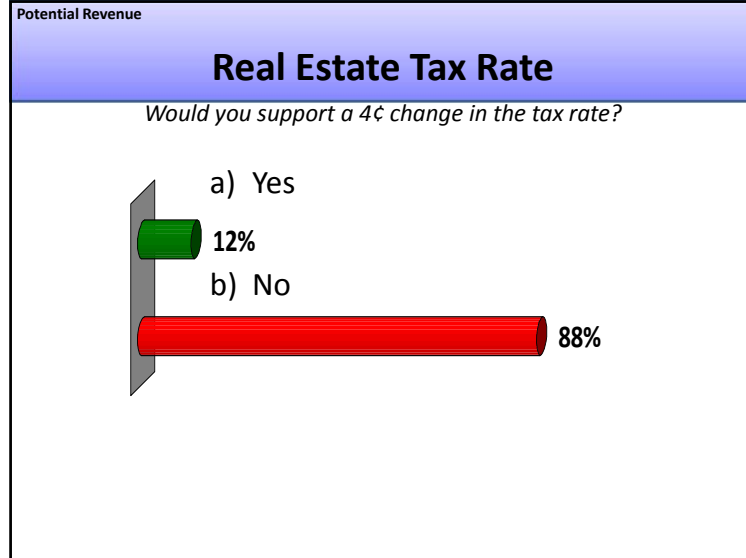


Estimated Revenues



Tax Rate Change...	Equivalent City Revenue...	You would pay...
0¢	\$0	3% Less
1¢	\$1 Million	2% Less
2¢	\$2 Million	1% Less
3¢	\$3 Million	Same
4¢	\$4 Million	1% More





Potential Revenue

Lodging Tax Rate

For each one night stay in a Hampton hotel valued at \$100, each 1% change in the tax rate would cost the guest about \$1, but would bring in about \$400,000 annually to the City.

FY12 Estimated Revenue:

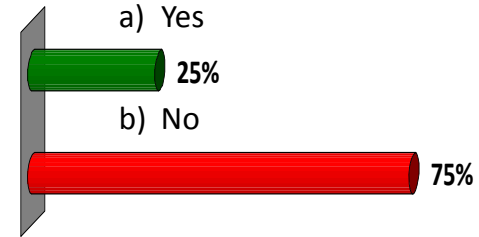
\$3,200,000



Potential Revenue

Lodging Tax Rate

Would you be comfortable paying a 1% increase?



Potential Revenue

Restaurant Meals Tax

For a family purchasing a \$50 meal, each 1% change in the tax rate would cost the family about \$0.50, but would generate about \$2.3 million for the City.

FY12 Estimated Revenue:

\$15,100,000



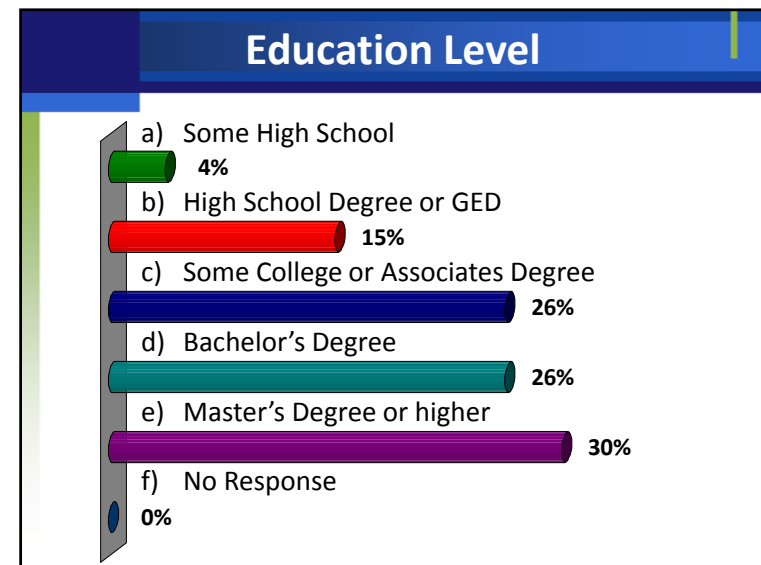
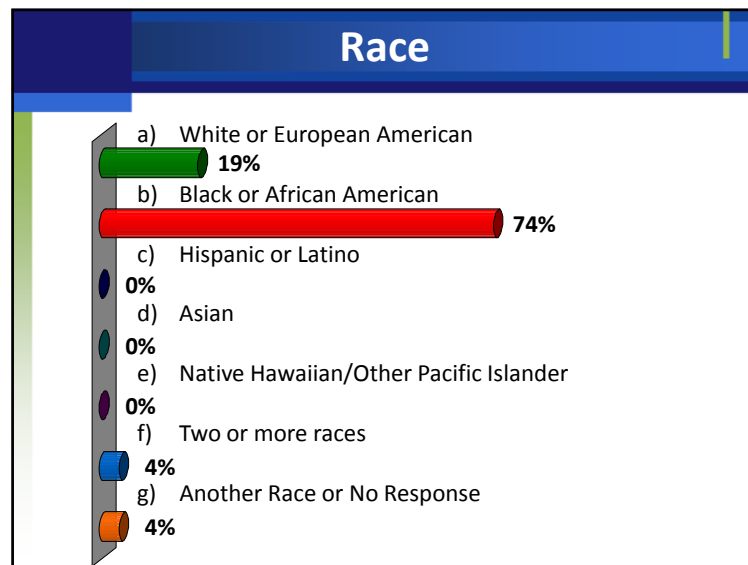
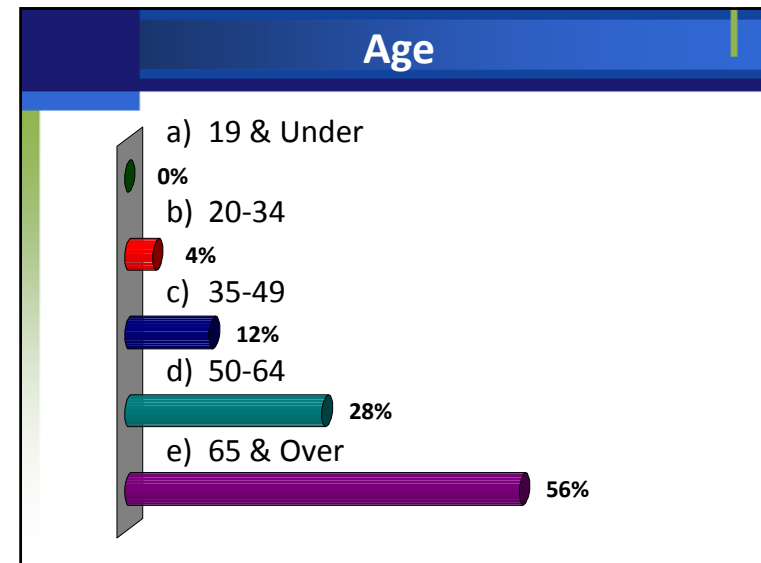
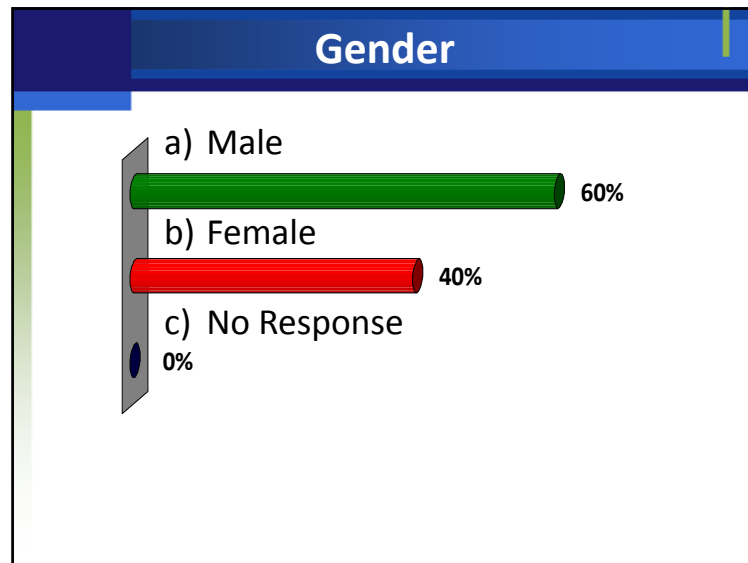
Potential Revenue

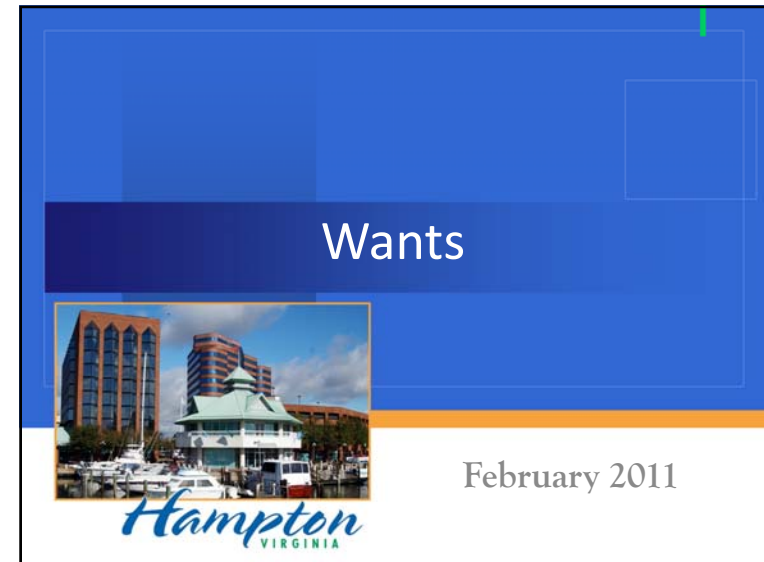
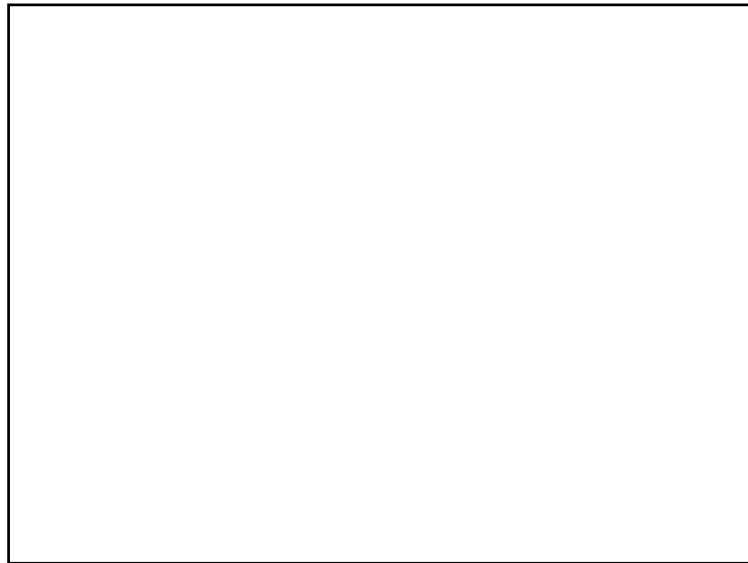
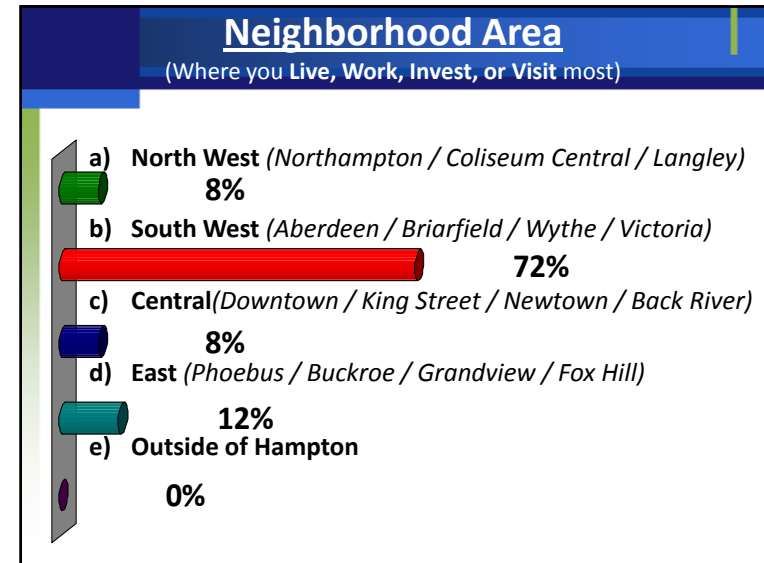
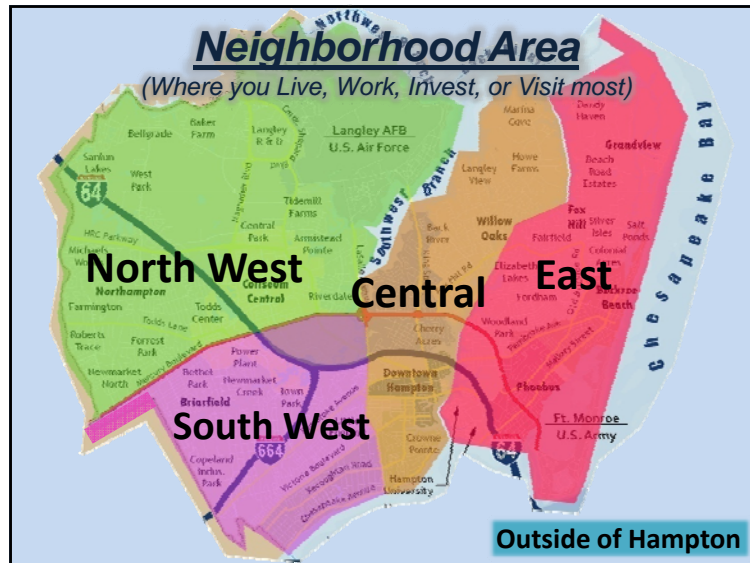
Restaurant Meals Tax

Would you be comfortable paying a 1% increase?



Aberdeen Polling Demographics





Thank You!



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